



**ENERGY STAR<sup>®</sup>**  
**Qualified Products.**



**focus on energy<sup>™</sup>**

*The power is within you.*



## **ENERGY STAR<sup>®</sup> Qualified Ceiling Fan with Light**

### **Four key points when talking to a customer:**

1. 7%–15% of the average electric bill is spent on lighting, mostly due to the use of inefficient fixtures and bulbs.
2. Mention ENERGY STAR qualified ceiling fans first.
3. Benefits of an ENERGY STAR qualified ceiling fan include (but are not limited to):
  - Up to 50% more efficient than standard fan/light combinations.
  - Offer cool-to-the-touch lighting. No added heat from halogen or incandescent lights.
  - Available with lighting already attached or with qualified light kit sold separately.
4. A qualified ceiling fan can save from \$15–\$20 per year on utility bills, PLUS any additional air conditioning or heating savings gained when the fan is operated properly.



## **ENERGY STAR<sup>®</sup> Qualified Compact Fluorescent Light Bulbs**

### **Four key points when talking to a customer:**

1. 7%–15% of the average electric bill is spent on lighting, mostly due to the use of inefficient fixtures and bulbs.
2. Mention ENERGY STAR qualified compact fluorescent light bulbs (CFLs) first.
3. Benefits of an ENERGY STAR qualified compact fluorescent light bulb include (but are not limited to):
  - Use up to 75% less energy than standard bulbs.
  - Last up to 10 times longer.
  - Available in different shapes and styles: globes, 3-way, dimmable and more.
  - CFLs generate approximately 70% less heat than standard incandescent lighting.
  - Can be used in most incandescent fixtures already in your home.
4. Save, on average, at least \$60 per year by switching to CFLs in the five most used light fixtures in the home. (Master bedroom, master bathroom, living room, dining room and kitchen.)



# ENERGY STAR<sup>®</sup>

## Qualified Lighting Fixtures & Torchieres

### Six key points when talking to a customer:

1. 7%–15% of the average electric bill is spent on lighting, mostly due to the use of inefficient fixtures and bulbs.
2. Mention ENERGY STAR qualified fixtures and torchieres first.
3. Benefits of an ENERGY STAR qualified fixture include (but are not limited to):
  - Come in hard-wired and portable models.
  - Now include dimming or switching capabilities on some indoor models and auto daylight shut-off and motion sensor on outdoor models.
4. Benefits of an ENERGY STAR torchiere include (but are not limited to):
  - Operate 400 degrees to 600 degrees cooler than halogen floor lamps, so they're safer to use.
5. A qualified fixture or torchiere uses up to 75% less energy, which can save up to \$150 in energy costs over its lifetime.
6. Cost Comparison:

	12 ENERGY STAR qualified fixtures	12 Standard fixtures
Purchase price	\$1,199 (with Instant Rewards)	\$919
Annual operation	\$52	\$195
5-year operating cost	\$260	\$977
Total 5-year cost	\$1,459	\$1,896

Chart based on 3.5 hours of operation/day at 0.085¢ per kWh. Numbers reflect the 12 most used light fixtures in the home.



## What is **ENERGY STAR®?**

ENERGY STAR is a program sponsored by the U.S. Environmental Protection Agency and the U.S. Department of Energy, which helps businesses and individuals protect the environment through superior energy efficiency. By providing information and tools, this program helped businesses, organizations and consumers save about \$10 billion in 2004 alone.

### **How do products qualify for an ENERGY STAR label?**

To receive an ENERGY STAR label, a product must exceed the minimum federal standards for energy consumption by a certain percentage. These are:

- 66% for compact fluorescent light bulbs
- 155 CFM/Watt efficiency for ceiling fans on low speed and 75 CFM/Watt on high speed

### **Which types of products qualify for the ENERGY STAR label?**

Appliances, home electronics, exit signs, office equipment, heating and cooling devices, residential lighting fixtures, compact fluorescent light bulbs, windows, homes and more. To learn more, visit [www.energystar.gov](http://www.energystar.gov).