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ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit [www.energystar.gov](http://www.energystar.gov).

## Promoting ENERGY STAR Qualified Decorative Light Strings

### What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 50 categories, including lighting, that use less energy without sacrificing quality or performance. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR qualified products:

- Save energy
- Save money
- Save the environment

### How do decorative light strings earn the ENERGY STAR?

Decorative light strings that carry the ENERGY STAR label are more energy efficient than traditional incandescent light strings, last up to 10 times longer, and provide a three-year warranty. Additionally, products labeled for outdoor use must pass strict weathering tests.

### Why sell ENERGY STAR qualified decorative light strings?

- In 2007, **more than 70% of households** nationwide recognized the ENERGY STAR label.
- ENERGY STAR qualified decorative light strings **use about 75% less energy** than traditional incandescent light strings.
- For every three ENERGY STAR qualified decorative light strings a consumer purchases, they can **save \$30 over the lifetime** of the lights.
- ENERGY STAR qualified light strings also offer customers **savings without sacrifice**:
  - Availability in a variety of colors, shapes, and lengths.
  - More durability than other light strings because they do not have moving parts, filaments, or glass.
  - Reduced risk of fire because they are cool to the touch.
  - Availability with different features, such as dimming or color shifting.
- By using less energy, qualified light strings **reduce greenhouse gas emissions** caused by burning fossil fuels at power plants.
- Consumers are looking for ways to reduce their energy bills and help the environment. Partnering with ENERGY STAR can **increase sales and customer loyalty**.

### What in-store promotion ideas are available?

- Co-brand a poster or banner with a retailer or manufacturer.
- Distribute window decals for display on retailers' windows.
- Use an in-store or event banner to draw attention to a display of qualified products.
- Offer sales associate training on qualified products.
- Reach a broader audience by using marketing materials available in Spanish.

To **LEARN MORE** about **ENERGY STAR** and **Qualified Products**:  
Visit [www.energystar.gov/training](http://www.energystar.gov/training) or call **1-888-STAR-YES** (1-888-782-7937)