



The new legislation has created much confusion about lighting. Here are a few myths we'd like to shed some light on.

**Myth 1: The higher the bulb wattage, the brighter the bulb will be.**

**FALSE!**

Incandescent bulbs traditionally follow this myth, but the emergence of more efficient lighting has blown this idea out of the water. Most incandescent bulb replacements function at lower wattages while producing the same level of brightness.

**Myth 2: Energy efficient bulbs are only available in those funny-looking spiral shaped compact fluorescents.**

**FALSE!**

There is no need to sacrifice the style you like for energy efficiency. Bulbrite's EcoHalogen A19 bulbs have the same look as the traditional incandescent A19.

**Myth 3: It is not worth replacing traditional bulbs with energy efficient ones due to the increased cost.**

**FALSE!**

Choosing a more energy efficient light source can result in significant savings! You may not believe it, but you can see a substantial difference in your electric bill by simply making the switch today.

**Myth 4: Energy efficient bulbs are not dimmable.**

**FALSE!**

There are many energy efficient alternatives for dimming. Halogen bulbs are an excellent example. Since they operate like an incandescent, they offer the same dimming capabilities. Bulbrite's EcoHalogen bulbs are the best energy efficient choice for dimming.

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**EISA 2012 CONSUMER GUIDE BULBRITE®**

# Yes, you've read correctly. It's time to say "bye-bye" to the light bulb you've grown to know and love.

The most recognizable light bulb is the incandescent A19. Although this was a great accomplishment for its time, studies have shown that this is an inefficient light source today.



**OLD**

**Incandescent Bulb**

In 2007, Congress passed a law to encourage the use of more efficient bulbs nationwide. According to this new legislation, the Energy Independence and Security Act (EISA), all light bulbs must be up to **30% more efficient** as of January 1, 2012.

Due to the new energy efficient standards, some of the bulbs you currently use in your home will no longer be available.

Today you have 3 choices of energy efficient light bulbs: halogen, compact fluorescent (CFL) or light emitting diode (LED). Here's how each option measures up:



**NEW**

**Bulbrite's EcoHalogen A19 Bulb**

Benefits	EcoHalogen	CFL	LED
Same Shape	✓+	✓	✓
Similar Brightness	✓+	✓	✓
Full Dimmability	✓+		✓
Cost Effective	✓+	✓	
Energy Saving	✓	✓	✓+
Ambient Effect	✓+		✓

## Why should you replace your current bulbs?

Besides the fact that it's the law, making the switch to an energy efficient light bulb has many benefits and here are just a few:

### \$ Save money!

Energy efficient light bulbs have the ability to produce the light output you want with less energy consumption. Less energy consumption means your electric bill will decrease. Cha-ching...that's more money in your pocket!

- *Incandescent lighting, the light source developed more than 100 years ago and still in use today, consumes the most energy and provides the least amount of light nationally.<sup>1</sup>*

### ♻ Save the environment!

Let's shed some light on energy consumption and why it's a problem:

- *The US consumes about 19.5 million barrels of oil per day, which represents more than double the amount of oil consumed by any other country in the world.<sup>2</sup>*
- *Lighting in the US accounts for nearly 14% of the country's energy consumption between the residential and commercial sector.<sup>3</sup>*

Making the switch to more energy efficient light bulbs would lower carbon dioxide emissions equivalent to removing 1/3 of the nation's cars from the highways. Reducing the electricity consumed by just 1% would eliminate the need for an average sized power plant.<sup>4</sup>

<sup>1</sup> U.S. Lighting Market Characterization—Volume I: National Lighting Inventory and Energy Consumption Estimate—Sept. 2002 by the Consortium for Energy Efficiency—cee1.org  
<sup>2-3</sup> Energy Information Administration—eia.doe.gov  
<sup>4</sup> National Energy Education Development project—need.org

## Make the switch today.

January 1st, 2012 marked a new era for lighting. Over the next few years, high wattage bulbs will be eliminated and more efficient light bulbs will take their place.

Effective Date	Current Bulb Wattage	New EcoHalogen Equivalent Wattage
1-1-2012	100W	72W
1-1-2013	75W	53W
1-1-2014	60W	43W
1-1-2014	40W	29W

The replacements utilize new halogen incandescent technology which offers the same light quality you desire, while saving energy.

### Start Saving Now!

*Bulbrite's EcoHalogen series feature lighting options for every application!*

Now a 72 watt EcoHalogen A19 bulb produces the same light as your old 100 watt bulb!



EcoHalogen A19



EcoHalogen A19 3-Way



EcoHalogen A19 True Daylight



EcoHalogen BT15



EcoHalogen G25

Available in Narrow Flood & Spot



EcoHalogen PAR20



EcoHalogen PAR30 Short Neck



EcoHalogen PAR30 Long Neck



EcoHalogen PAR38