FOCUS ON

CREATING A BRIGHTER FUTURE WITH LEDS

Choosing the right lightbulb is easy when you focus on these five simple steps.

Focus on Finding the Right Bulb for You and Your Home

Energy-efficient LEDs are safe and durable, and they come in a wide variety of styles. Each bulb can save you up to $80 in energy costs over its lifetime.* And since LEDs use up to 90% less energy, they help to reduce greenhouse gas emissions, making them the right choice for your home and for all of Wisconsin! Just follow these steps to choose the right lightbulbs.

1. Focus on Style

Use the chart below to determine the styles best suited for your fixtures. Because LEDs last 10 to 25 times longer, they are especially great for hard-to-reach places. LEDs turn on instantly and come in dimmable and three-way styles, too. Check the descriptions on the package.

Tip: Select bulbs rated for damp or wet locations

Damp locations include covered patios and porches that are fully protected from water, even during storms. Wet locations include interior or exterior spots where water or other liquids may interact with the bulb or electrical fixture. These ratings can be found on a bulb's packaging or the bulb itself.

Tip: Select bulbs rated for enclosed fixtures

If an LED is used in an enclosed fixture that it was not designed for, it can overheat and begin to dim, change in color, or fail early in its life cycle. A bulb rated for enclosed fixtures is guaranteed to operate at a proper temperature and function at its highest capacity. These ratings can be found on a bulb's packaging.

		BULB TYPES			
TABLE OR FLOOR LAMPS		A-SHAPE			
PENDANT FIXTURES		A-SHAPE	GLOBE	MR16	CANDLE
CEILING FIXTURES		A-SHAPE	CANDLE		
CEILING FANS		A-SHAPE	CANDLE		
WALL SCONCES		A-SHAPE	GLOBE	CANDLE	
RECESSED CANS		MR16	SPOT	FLOOD	
ACCENT LIGHTING		MR16	SPOT		

2. Focus on Brightness

Use these comparisons between incandescent bulbs and LEDs to determine the level of brightness you need. The greater the lumens, the brighter the light. You can see by the wattage comparison how much less energy LEDs use!

BRIGHTNESS			
Incandescent Bulb Wattage	=	LED Lumens	LED Wattage
40		450	6–9
60		800	8–12.5
75		1,100	13–15
100		1,600	16–20
150		2,600	25–28

3. Focus on Color

Decide what color or temperature you want for different settings, such as in the kitchen, family room, bedrooms, or garage. Color temperature is shown in Kelvins (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

COLOR/APPEARANCE

Warm White, Soft White		Cool White, Natural White		Natural or Daylight (think blue sky at noon)	
Standard color of incandescent bulbs.		Good for kitchens and workspaces.		Good for reading.	
2,700K	3,000K	3,500K	4,100K	5,000K	6,500K

WARMER   COOLER

4. Focus on ENERGY STAR® Certified LEDs

Check the Lighting Facts label on packages to ensure you are choosing the right bulbs. If you see the ENERGY STAR logo, it means the bulbs meet the Environmental Protection Agency (EPA) energy consumption and performance standards, measured and verified by independent testing. Learn more at **energystar.gov**.

Lighting Facts Per Bulb

Brightness	**800 Lumens**
Estimated Yearly Energy Cost	**$1.08**
Based on 3 hrs/day, 11¢ kWh Cost depends on rates and use	
Life Based on 3 hrs/day	**22.8 years**
Light Appearance Warm — Cool	
3,000 K	
Energy Used	**9 Watts**
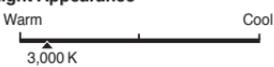
- Indicates brightness
- Shows estimated energy cost
- Meets EPA's requirements
- Shows estimated life of bulb
- Shows color temperature
- Shows energy used

5. Focus on the Sticker To Save

Look for energy-saving bulbs with the FOCUS ON ENERGY® sticker at participating retailers. You'll receive instant discounts on your purchase right at checkout. There is a limit of 25 discounted bulbs per customer. For retailers near you, visit **focusonenergy.com/lighting**.

INSTANT DISCOUNTS

ON THIS ENERGY STAR® CERTIFIED PRODUCT

Limit 25 discounted bulbs per customer.
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LEARN MORE AT energystar.gov

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Partnering with Wisconsin utilities

Focus on saving $50 on a smart thermostat.

Tired of inconsistent home temperatures and high energy bills? Smart thermostats can help, and we will give you $50 when you upgrade.

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Learn more about Focus on Energy and ways you can focus on saving by visiting our website or giving us a call.

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