

we know light.™



## What's a Watt?

Wattage measures the amount of electricity a bulb uses, not how bright it is. The higher the wattage, the less efficient the bulb is in conserving energy.



## What's a Lumen?

Lumens are used to measure the amount of light produced by a bulb. The higher the lumens on the bulb, the brighter the light output will be.

Check the box before you buy – look for the lumen amount listed on the light bulb's packaging.

Brightness  
**450**  
lumens

## WATTS VS. LUMENS

### How much light is needed for your space?

**According to the FTC (U.S Federal Trade Commission):**

"while watt measurements are familiar to consumers and have been featured on the front of light bulb packages for decades, watts are a measurement of energy use, not brightness."

**Lighting Tip:** Find the bulb with the lumens you need, then choose the one with the lowest wattage.

WATTS	LUMENS	
INCANDESCENT	LED	BRIGHTNESS
40 W	7 W	450 lm
60 W	12 W	800 lm
75 W	16 W	1100 lm
100 W	23 W	1600 lm
150 W	27 W	2600 lm

## LIGHTING COLOR

Color temperature can affect how bright a light appears. Bulbs in (2700k) may appear more dim than a daylight (5000K) bulb that is more of a bluer, white light.

### 2200K / 3000K

Offers a warmer light with hints of yellow; the standard color of incandescent light bulbs.

### 5000K / 6500K

Has a hint of blue; good for reading.

### 3500K / 4100K

Best option for spaces such as kitchen and offices.

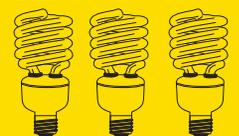
## Light bulb efficiency

Did you know the average LED bulb is built to last 25,000 hours? Choosing an efficient lighting option saves you time and money.

### 21 60 W incandescent light bulbs

 = 25,000 HOURS

### 3 13 W ENERGY STAR® certified CFL

 = 25,000 HOURS

### 1 19 W ENERGY STAR® certified

 = 25,000 HOURS

### Lighting fact:

Replacing just 5 of your most frequently used bulbs with ENERGY STAR certified LEDs can save you about \$45 each year in energy costs.