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.

Luke's - 450 lm

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.

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 vs. Lumens

<table>
<thead>
<tr>
<th>Watts</th>
<th>Lumens</th>
</tr>
</thead>
<tbody>
<tr>
<td>40 W</td>
<td>7 W</td>
</tr>
<tr>
<td>60 W</td>
<td>12 W</td>
</tr>
<tr>
<td>75 W</td>
<td>16 W</td>
</tr>
<tr>
<td>100 W</td>
<td>23 W</td>
</tr>
<tr>
<td>150 W</td>
<td>27 W</td>
</tr>
<tr>
<td></td>
<td>450 lm</td>
</tr>
<tr>
<td>800 lm</td>
<td>1100 lm</td>
</tr>
<tr>
<td>1600 lm</td>
<td>2600 lm</td>
</tr>
</tbody>
</table>

Lighting Color
Color temperature can affect how bright a light appears. Bulbs in 2700k to 3000k 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.

3500K / 4100K
Best option for spaces such as kitchen and offices.

5000K / 6500K
Has a hint of blue; good for reading.

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.