



Empowering you to make  
smart energy choices

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## **Energize Connecticut Helps Homeowners Select the Proper LED for their Home**

*Advises homeowners that lumens, not watts, is what's important when selecting LEDs*

New Britain, CONN. (April. 23, 2014) – Energy-efficient advancements in lighting offer consumers an opportunity to reduce their energy bills. One thing that consumers can do to save energy is to install super-efficient ENERGY STAR® LED light bulbs. One LED light bulb can last up to 25 times longer and uses about 80 percent less electricity than an old-fashioned incandescent.

There is an LED option for every application in your home, but choosing the proper LED light bulb is much different than selecting an old incandescent or compact fluorescent light (CFL). Most homeowners select bulbs by looking at watts, but with LEDs, the important number to look at is the lumen rating. An LED bulb's light output is measured in lumens, not watts. Manufacturers have made it easy for consumers by including this information on the package. Similar to a nutrition label found in grocery stores, the lighting facts label also provides information that can help consumers choose the right bulb for a specific room.

While lumens will help you determine a bulb's brightness another important consideration is the color of the light which can affect a room's appearance. Two bulbs with equal lumen ratings can produce very different results if they have different color temperatures. To maintain consistent light quality, it's best to use bulbs with the same color temperature throughout a room. Consumers have many options from warm yellow to cool daylight. Another great feature of LEDs is that they turn on instantly, even in cold weather.

Switching from traditional incandescent light bulbs to LEDs is a simple, yet effective way to reduce energy use in your home. Not only will these bulbs use less energy, they will help save money on energy bills and prevent greenhouse gas emissions that contribute to global climate change.

To help consumers make the easy switch to LEDs, discounts are now available through Energize Connecticut, and prices continue to drop as more options become available. Consumers are also urged to look for the Energize Connecticut logo at participating retailers throughout Connecticut for special

discounts. For more information on energy-saving programs and services supported by Energize Connecticut, call 1-877-WISE-USE or visit: [EnergizeCT.com](http://EnergizeCT.com).

***About Energize Connecticut***

Energize Connecticut helps you save money and use clean energy. It is an initiative of the Energy Efficiency Fund, the Clean Energy Finance & Investment Authority, the State, and your local electric and gas utilities, with funding from a charge on customer energy bills. Information on energy-saving programs can be found at [EnergizeCT.com](http://EnergizeCT.com) or by calling 1.877.WISE.USE.

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