


# Lighting Guide



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A Touchstone Energy Cooperative 

Switching to energy efficient lighting is one of the fastest ways to cut your energy bills. Rebates are available for residential and commercial accounts.

specific energy efficiency guidelines. That's good for your pocketbook and the environment.

Energy efficient lighting choices include compact fluorescent lamps (CFLs) and light-emitting diodes (LEDs). Be sure to look for the ENERGY STAR® label, which guarantees the bulb has met

Energy efficient light bulbs come in a wide variety of shapes and sizes. The bulb you choose depends on how much light you need, what color light you want, and its features and costs.

## STEP 1 Decide How Much Light You Need

### Focus on Brightness.

Different tasks require different amounts of light. Think about a light bulb's brightness level and not just about the amount of energy they use. If you like your bulb's current brightness, choose a CFL or LED with similar lumens to reduce your energy use. To save more, consider a bulb that is less bright.



### Lumen

is the measurement of brightness—the higher the number of lumens, the brighter the light bulb.

### Watt (W)

is the measure of energy consumption. Lower wattage bulbs can lower your electric bills.

| Brightness           | Incandescent | CFL    | LED    |
|----------------------|--------------|--------|--------|
| <b>450 lumens</b> ☀  | 40W          | 9-13W  | 4-8W   |
| <b>800 lumens</b> ☀  | 60W          | 13-16W | 8-13W  |
| <b>1100 lumens</b> ☀ | 75W          | 17-23W | 11-15W |
| <b>1600 lumens</b> ☀ | 100W         | 23-28W | 16-20W |

← Least Efficient

→ Most Efficient

### Note:

Lumen output listed on packages may vary. For example, light bulbs listing from 800 to 860 lumens are comparably bright.

## STEP 2 Decide What Color Light You Want

### Choose Light Appearance.





Select a bulb that gives off a light color that you like. All of these colors are available for LEDs and CFLs and at most brightness levels.

|   |  |   |
|---|--|---|
|  |  |  |
| <b>Warm White, Soft White</b><br>The standard color of incandescent bulbs.          | <b>Cool White, Neutral, Bright White</b><br>Good for kitchens and work spaces.       | <b>Natural or Daylight</b><br>Good for reading.                                       |
| 2700K   | 3000K  | 3500K   |
|   |  | 4100K   |
|   |  | 5000K   |
|   |  | 6500K   |

# STEP 3

# Consider Benefits and Types of Bulbs

**Compare Types of Light Bulbs.** You can think about product, replacement, and energy costs over 20 years for different bulb types. Why 20 years? Because LEDs can last that long. Some incandescent bulbs are being phased out and will soon be unavailable. The pros and cons of LEDs and CFLs will help you pick a bulb that is right for you.

| Cost Over 20 Years  | Bulb(s)   | Energy  | Pros (+) and Cons (-)  |
|---------------------|---|---|--|
| <b>LED</b>          |  1 bulb in 20 years<br><b>\$35 total cost</b>  |   | <ul style="list-style-type: none"> <li>+ Saves 85% of energy use over incandescent</li> <li>+ Lasts 25 times longer than incandescent</li> <li>+ Great for dimmed, recessed, or enclosed fixtures</li> <li>+ Performs well in cold temperatures</li> <li>- Higher bulb cost</li> </ul>                         |
| <b>CFL</b>          |  3 bulbs in 20 years<br><b>\$54 total cost</b> |   | <ul style="list-style-type: none"> <li>+ Saves 75% of energy use over incandescent</li> <li>+ Lasts 10 times longer than incandescent</li> <li>- Recessed &amp; enclosed fixtures reduce bulb life</li> <li>- Performs poorly in cold temperatures</li> <li>- Contains mercury (recycling required)</li> </ul> |
| <b>Incandescent</b> |  <b>Bulb &amp; Replacement Cost</b>            |  <b>Energy Cost</b> | 22 bulbs in 20 years<br><b>\$284 total cost</b>  |

Note: Cost comparison is based on a 20-year life and takes into account power consumption, hours of use per day, residential electric cost, bulb cost, and replacement cost. For detailed cost calculations and a full pro/con list, visit <http://Lighting.MnCERTs.org>.

### Buy Your New Bulbs.


The Lighting Facts label on all bulb packaging clearly shows light appearance and brightness. The label also includes the ENERGY STAR® logo when a bulb meets the required certification levels for high efficiency, performance, and reliability.

| Lighting Facts Per Bulb   |                   |
|---|-------------------|
| <b>Brightness</b>   | <b>800 lumens</b> |
| <b>Estimated Yearly Energy Cost</b>   | <b>\$1.14</b>     |
| Based on 3 hrs/day, 11¢/kWh<br>Cost depends on rates and use  |                   |
| <b>Life</b>   | <b>22.8 years</b> |
| Based on 3 hrs/day  |                   |
| <b>Light Appearance</b>   |                   |
| Warm <span style="display: inline-block; width: 100px; border-bottom: 1px solid black; position: relative; top: -5px;"> <span style="position: absolute; left: 0; top: -5px;">▲</span> <span style="position: absolute; right: 0; top: -5px;">▼</span> </span> Cool |                   |
| 2700 K  |                   |
| <b>Energy Used</b>  | <b>9.5 watts</b>  |



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### Lighting Rebates

| Type  | Requirements   | Rebate Amount       |
|---|--|---------------------|
| LED Bulb                                    | Capped at 20% of cost; 5 lamp minimum                            | \$0.50              |
| LED Exit Sign<br>(commercial accounts only) | Capped at 20% of cost  | \$5.00              |
| Occupancy Sensor                            | Capped at 20% of cost; does not include motion detector fixtures | \$5.00              |
| LED Fixture<br>(commercial accounts only)   | Capped at 50% of cost; See rebate form for calculation           | \$0.50 / 800 lumens |

### Rebate Terms and Conditions

The ElectricSense program provides rebates for the purchase of qualifying equipment for members receiving electric service from PPCS.

- Rebate not to exceed 20% of the cost of equipment.
- Equipment must be purchased in 2024.
- Installed equipment must be on cooperative's lines.
- Rebates are not allowed for a measure and a component of that measure. For example, if an LED fixture comes with a bulb, the fixture qualifies for a rebate but not the bulb.
- Rebates are in place through December 26, 2024, or until funds are depleted.
- Rebates will be issued as a credit to member's electric account.
- Submit the rebate form and required documentation no later than 3 months after purchase date, or by December 26, 2024, whichever comes first.

Wisconsin's Focus on Energy program offers more ways to save—[focusonenergy.com/piercepepin](http://focusonenergy.com/piercepepin).