



Right Light Guide

for General Use Bulbs

Today there are many lighting options available.

The right bulb for you depends on how much light you need, what color light you want, and its costs and features.

STEP 1 Decide How Much Light You Need

Focus on Brightness. Different amounts of light are needed for different uses. Instead of thinking about light bulbs based solely on the amount of energy they use, focus on their brightness level.

Lumen is the measurement of brightness. Higher lumen bulbs produce brighter light.

Watt (W) is the measure of power consumption. Lower wattage bulbs can lower your electric bills.

If you like your bulbs' current brightness, choose LEDs with similar lumens to reduce your energy use. You may also consider a bulb that is less bright to save more.

Note: Lumen output listed on packages may vary. Light bulbs listing anywhere from 800 to 860 lumens are similarly bright, for instance.



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



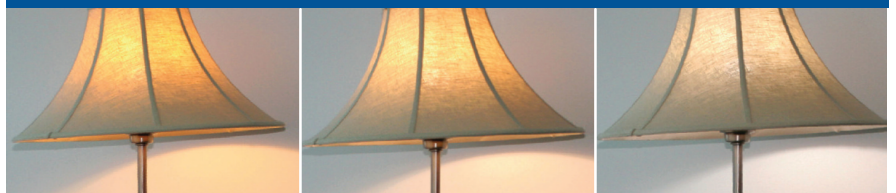
STEP 2 Decide What Color Light You Want

Choose Light Appearance.

You'll be pleased with your new bulb by choosing a light appearance that you like. All of these colors are available for LEDs and at most brightness levels.

Note: Choose warm or soft white (2700-3000 K) to match the color of incandescent bulbs.

Different Colors, Same Brightness



Soft White, Warm White
Living Room,
Bedroom

Bright White, Cool White
Kitchen, Bathroom,
Dining Room








Natural, Daylight
Office, Laundry,
Workshop, Garage



STEP 3


Think About Costs and Benefits

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 have been phased-out and are no longer available.

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

Note: Cost comparison is based on a 20-year life-cycle 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
Brightness	800 lumens	
Estimated Yearly Energy Cost	\$1.14	
	Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use	
Life	22.8 years	
	Based on 3 hrs/day	
Light Appearance		
Energy Used	9.5 watts	



STEP 4

Find Rebates and Resources



6388 Maple Street
North Branch, MN 55056

Contact North Branch Municipal Water & Light at 651-674-7100 to find rebates & more at www.SaveEnergyInNorthBranch.com.

Also, visit the CERTs lighting website at Lighting.MnCERTs.org to learn more about lighting options and find bulb recycling locations.

