



# Building Up

## Retailers Light up the Market

### for Energy-Efficient Bulbs

When Park Ace Hardware in Park Rapids, Minn., started selling compact fluorescent light (CFL) bulbs several years ago, most customers had never seen or heard of the strange, curly bulbs or their energy-saving advantages.

“CFL was not a common abbreviation, and we spent a lot of time educating people about what CFLs were and how they worked,” said Brad Dahn, owner, Park Ace Hardware. “Minnesota Power provided education and rebates, which broke the ice and got people to use them. Without the incentives, customers were pretty reluctant to give them a chance.”



Brad Dahn, owner of Park Ace Hardware in Park Rapids, is a long-time promoter of energy-efficient lighting.

Fast forward to 2012. CFLs and other energy-efficient lighting technologies have come a long way. Today’s consumers have a broad spectrum of energy-efficient lighting choices that are attractive, versatile and affordable. But, while CFL and LED (light emitting diode) are now household words, consumers still turn to retailers for valued advice.

“People are very interested in energy-efficient lighting, especially with changing laws and requirements,” said Erin Otis, sales associate, Denny’s Ace Hardware, Duluth, another leading retailer in promoting ENERGY STAR®-qualified lighting. “Customers have questions about how CFLs and LEDs compare with incandescent bulbs and where it is appropriate to use them. Our goal is to give them current, accurate information.”

continued

Erin Otis, sales associate at Denny’s Ace Hardware in Duluth, helps customers choose the right bulb for the right job.



## A Message from ...

ENERGY STAR®-qualified lighting has made tremendous strides in recent years. Compact fluorescent light (CFL) replacement bulbs now come in multiple colors and shapes, offer dimmable and three-way capabilities, and are suitable for indoor or outdoor use. Light emitting diodes (LEDs) are also advancing by getting brighter, less expensive, more energy efficient and more numerous every year.

This is good news for homeowners and for home construction professionals who can assist customers in making the right lighting choices. This issue of *Building Up* highlights the important role retailers play in advancing CFLs and LEDs in our region. Many use Minnesota Power incentives to help customers save energy and money, while brightening their own sales.

Homeowners have many questions about changing efficiency standards for light bulbs and how to select the right bulb for the right job. Serve your customers by understanding the Energy Independence and Security Act of 2007 (EISA), the new “Lighting Facts” labels and which bulbs work best in various applications. Our online lighting resource center at [www.mnpower.com/lighting](http://www.mnpower.com/lighting) is a great place to start. Check it out and build your business on energy efficiency.

... the  Power of One

Energy Conservation Team

## What’s with the new “Light Bulb Law?”

There is a lot of confusion about the Energy Independence and Security Act of 2007 (EISA), or “light bulb law.” EISA includes new energy-efficiency standards for light bulbs. One myth is that EISA bans incandescent bulbs. While it is true that standard 60-, 75-, and 100-watt incandescent bulbs are being phased out over the next three years (starting with 100-watt bulbs in 2012), many manufacturers are developing more energy-efficient incandescent (halogen) bulbs to meet the new standards. A growing number of CFL and LED replacement bulbs also are available. The goal is to make light bulbs 60-70% more efficient than today’s standard incandescent bulbs by the year 2020. This is where CFLs and LEDs have a distinct advantage. They already exceed 2020 standards, using 75% less energy than today’s incandescent bulbs!

cont. Denny's Ace Hardware regularly runs CFL and LED promotions, partnering with Minnesota Power to provide instant rebates. The store also posts informational material and displays a glowing side-by-side demonstration of CFL and incandescent bulbs at work.

"Every year, energy-efficient lighting gets better," Otis said. "Initially, some people didn't like the lighting quality or look of CFLs, but now there are 'daylight' options with brighter, whiter light and bulbs with globes covering the twists so they look more like traditional bulbs."

The transformation has homebuilders, business owners and institutions interested, as well as homeowners. Sam's Club in Hermantown sells light bulbs in bulk, and no longer carries regular incandescent bulbs. "Our business model is to seek out the best products in the market, and right now that means CFLs and LEDs," said Tim Sundstrom, club manager, Sam's Club, Hermantown.



Tim Sundstrom, club manager, Sam's Club, Hermantown

Sam's Club displays its energy-efficient lighting in heavy traffic areas, such as end caps, for easy access and high visibility. Built-in discounts through Minnesota Power make ENERGY STAR®-qualified CFLs and LEDs popular products. "Rebates still drive the market, but performance keeps customers coming back," Sundstrom said. "Once people get them in their homes and businesses, they realize the energy savings and how long they last."

Minnesota Power has partnered with almost 100 lighting retailers in its service area over the last several years to promote energy-efficient lighting and help customers make effective energy choices.

"Retailers are key to helping customers make the right decisions about lighting, and we appreciate the effort participants put into ordering and displaying CFLs and LEDs," said Chad Trebilcock, energy efficiency specialist-residential, Minnesota Power. "They deserve a lot of credit for making Minnesota Power's lighting program successful. We hope they have found value in participating through increased foot traffic and look forward to working with them in the future." 🏠

## Contact Information



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Registration ends February 13, 2012

## "Lighting Facts" Make Choosing Bulbs Easy

You may have noticed new labels on light bulb packages, similar to nutrition labeling on food. The Federal Trade Commission now requires the new labels to provide standardized information:

Lighting Facts Per Bulb	
Brightness	800 lumens
Estimated Yearly Energy Cost	\$1.57
<small>Based on 3 hours, 110V. Cost depends on rates and use.</small>	
Life	5.5 years
<small>Based on 3 hours.</small>	
Light Appearance	
Warm	Cool
2700K	5000K
Energy Used	13 watts



- Brightness (lumens)
- Estimated annual energy cost
- Life expectancy (years)
- Light appearance (cool/warm)
- Energy used (watts)
- If the bulb contains mercury\*

The thing to remember when shopping for bulbs is to focus on lumens, not watts. Lumens tell you how much light a bulb will provide, watts only reveal how much power it uses. Choose bulbs with a high efficacy or high number of lumens per watt to get the most light for your dollar. Not all CFLs and LEDs are created equal. For best results, please check for the ENERGY STAR® label when buying your bulbs.

\* CFL bulbs contain small amounts of mercury. Visit Minnesota Power's online lighting resource center at [www.mnpower.com/lighting](http://www.mnpower.com/lighting) or [www.epa.gov/cfl](http://www.epa.gov/cfl) for more information on cleanup and safe disposal.

**Lumens + Color + Purpose + ENERGY STAR® = Value**  
(Brightness) (Yellow-Blue) (Outdoor, Task, Area, etc.)

## Featured Incentives

**EDUCATE YOUR CUSTOMERS** about Minnesota Power's conservation incentives and build your business on energy efficiency:

### ENERGY STAR® Lighting Rebates

Minnesota Power offers a variety of discounts and rebates for the purchase of ENERGY STAR®-qualified light bulbs and fixtures. Learn more about incentives and technologies at [www.mnpower.com/lighting](http://www.mnpower.com/lighting).

Visit [www.mnpower.com/foundmoney](http://www.mnpower.com/foundmoney) for more complete information on rebates and other energy-saving tools to help your customers make energy-saving investments and build your reputation as a business committed to delivering the benefits of energy efficiency.