

WISCONSIN

Virtual Lunch & Learn

Who Are We?

FOCUS ON ENERGY[®] empowers the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits. Since 2001, Wisconsin's energy efficiency and renewable resource program has stayed true to that mission statement. On behalf of 107 Wisconsin electric and natural gas utilities, Focus on Energy's information, resources and financial incentives benefit all Wisconsinites by implementing energy efficiency and renewable energy projects that otherwise wouldn't happen, or in some cases years sooner than scheduled.

Why Are We Here?

We have been invited by your organization to offer you exclusive access to energy-saving products at discounted prices.

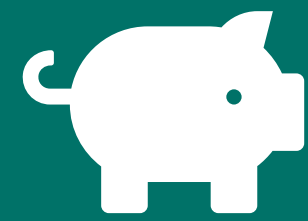




OBJECTIVES



Water Savings



LED Bulb Savings



Finding The Right Bulb



Q&A



Water Savings



Conserving water is great for the environment, not to mention your wallet.

Water-saving devices, such as aerators and efficient showerheads, offer you the same performance and functionality as standard devices but pay for themselves in energy saved.

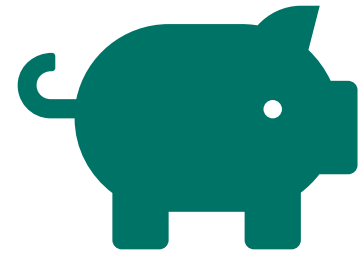
You can **save up to \$75 annually** with this Energy and Water Saving Kit from Focus on Energy. How?

- Efficient showerheads can save you **up to \$60 annually**.
 - Save **up to \$40** from reducing electric water heating (up to 330 kWh)
 - Save **up to \$20** from water saved (up to 2,700 gallons)
- Faucet aerators will save you **up to \$5** for every faucet they are used on annually.

Savings estimates are based on the average number of gallons saved by using EPA WaterSense Labeled products.

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LED Bulb Savings



ENERGY STAR® is a voluntary government program run by the U.S. EPA to test and identify the top 25% of the most energy efficient products that will save you money and perform as promised.

All our lighting products are ENERGY STAR certified.

The chart on the right provides **estimated annual savings** when you chose a 60-watt equivalent 9w LED.

	INCANDESCENT	HALOGEN	LED
Lifetime (Hours)	1,000	2,000	15,000
Energy Star Rated	✘	✘	✔
Wattage	60W	43W	9W
Lumens	800	800	800
Cost To Run For 1 Year	\$11.20	\$8.00	\$1.70

Number of LEDs	Savings (WI)
1	\$5
2	\$11
3	\$16
4	\$21
5	\$26
6	\$32
7	\$37
8	\$42
9	\$47
10	\$53

What does this mean? LEDs provide the same lumens as their inefficient counterpart plus are more efficient and longer lasting.





Finding The Right Bulb



Lamps



Pendant Fixtures



Ceiling Fixtures



Ceiling Fans



Wall Sconces



Recessed Cans



Track Lighting

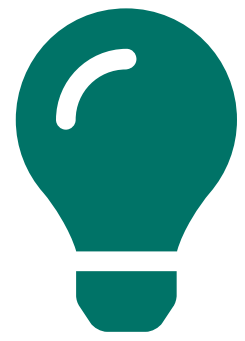


Covered Outdoor



Outdoor Flood

Form Factor	Common Sizes	Lamps	Pendant Fixtures	Ceiling Fixtures	Ceiling Fans	Wall Sconces	Recessed Cans	Track Lighting	Covered Outdoor	Outdoor Flood
 General Purpose (A)	A19, A21									
 Parabolic Reflector (PAR)	PAR38									
 Beveled Reflector (BR)	BR20, BR30, BR40									
 Reflector (R)	R20									
 Globe (G)	G25									
 Candle (E)	E12, E25									



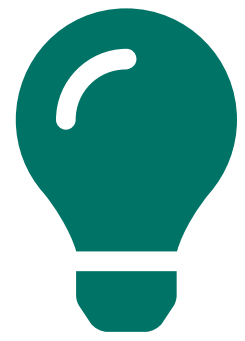
Finding The Right Bulb

WARM WHITE (2700K) has the same appearance as incandescent-style lighting. It's a good light appearance for calming and relaxing tasks, like reading or watching a movie.



DAYLIGHT (5000K) has the same appearance as sunlight. Tasks that require more focus, such as cooking, shaving, or applying makeup, are perfect for this color temperature.

Color Temperature measures light appearance or a bulb's hue, not brightness.



Finding The Right Bulb

Use the Lighting Facts label to ensure you are purchasing your desired lumens, color temperature and wattage.

Keep in mind the LED wattage equivalencies chart shown here.

Incandescent Wattage	Lumens	Led Wattage
40	450	6
60	800	9
75	1150	13
100	1600	15



Look for the ENERGY STAR logo to know your product has been tested and certified for efficiency.

Lighting Facts Per Bulb

Brightness **800 lumens**

Estimated Yearly Energy Cost **\$1.02**
 Based on 3 hrs/day, 11¢/kWh
 Cost depends on rates and use

Life
 Based on 3 hrs/day **22.8 years**

Light Appearance
 Warm
2700 K
Cool

Energy Used **8.5 watts**

Lumens are a measurement of light output. The higher the lumens, the brighter the bulb.

Correlated Color Temperature is a scale used to measure the color of light. Lighting generally ranges from 2700K – 6500K.

Watts are a measure of power consumption. The lower the wattage, the less energy the bulb uses.



Q&A