

# LIGHTING YOUR HOME JUST GOT EASIER.

**ENERGY STAR®**  
Energy Efficient  
Lighting Guide



**DTE Energy®**  
Know Your Own Power™

# WHY LEDs?

- LEDs can be **more efficient, durable, versatile,** and **long-lasting** than incandescent and CFL bulbs.
- LEDs **light instantly** and provide a better **dimming solution** than CFLs.
- ENERGY STAR certified LEDs come with a minimum **three-year warranty.**
- LEDs **use 70-90%** less energy than incandescent bulbs, while providing the same amount of light.



CHOOSE THE RIGHT BULB

THE LIGHTING FACTS LABEL

SPECIAL LED PRICING

COLOR TEMPERATURE

UNDERSTAND LUMENS

## HOW TO CHOOSE THE RIGHT BULB FOR YOUR HOME

### CHOOSING THE RIGHT BULB

	Table/Floor Lamp	Pendant Fixtures	Ceiling Fixtures	Ceiling Fans	Wall Sconces	Recessed Cans	Track Lighting	Outdoor Covered	Outdoor Flood
Covered A-shape									
Globe									
Candle									
Indoor									
Outdoor									

## CHOOSING THE RIGHT COLOR



Soft White

2,700-3,000 K

Bright White

3,500-4,100 K

Daylight

5,000-6,500 K

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## PICKING OUT THE RIGHT COLOR TEMPERATURE

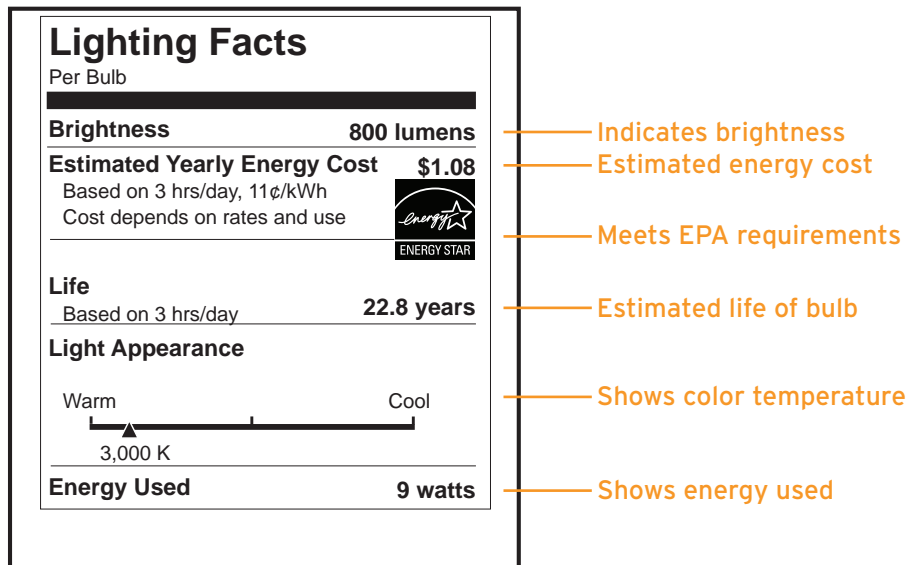
The color of light from bulbs is called color temperature and is rated on a Kelvin (K) scale. The three standard colors of light bulbs are:

- **2,700-3,000 K:** Soft or warm white (warm yellowish light)
- **3,500-4,100 K:** Bright white (brighter with less yellow)
- **5,000-6,500 K:** Daylight (white light)

## UNDERSTANDING THE LIGHTING FACTS LABEL

All packages of energy-saving light bulbs now feature a Lighting Facts label, similar to the Nutrition Facts label on food packaging. The label helps you select exactly the bulb you need.

- **Brightness** - "Lumen" is the amount of light the bulb gives off
- **Estimated Yearly Energy Cost** - Cost of energy used based on 3 hours use per day
- **Life** - How long the bulb will last
- **Light Appearance** - Color temperature or shade of the light emitted by the bulb
- **Energy Used** - "Watt" is the amount of energy the bulb uses to generate light
- **Mercury** - Indicates whether the bulb contains mercury



## LIGHTING THAT LASTS A GENERATION

One LED can last up to 25 times longer than an incandescent bulb.



25 Incandescents



1 LED

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## UNDERSTANDING LUMENS

A lumen is a measure of light brightness. The higher the lumens, the brighter the bulb. When buying energy-efficient light bulbs, use the lumen count instead of the wattage.

Incandescent wattage

Lumens

150 W

2,600 lm

100 W

1,600 lm

75 W

1,100 lm

60 W

800 lm

40 W

450 lm



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## GET SPECIAL PRICING ON LEDS

DTE Energy offers special pricing on energy efficient lighting at local retailers ([dteenergy.com/lightingdiscounts](https://dteenergy.com/lightingdiscounts)).

**Look for discounted light bulbs where you see this DTE Energy sticker.**

Plus, you can drop off used, unbroken CFLs for free recycling at your local Lowe's or The Home Depot. Or visit [earth911.org](https://earth911.org) to search for a recycling center near you.

SPECIAL PRICING BROUGHT TO YOU BY:



**DTE Energy**  
Know Your Own Power<sup>®</sup>



CHOOSE THE RIGHT BULB FOR YOUR HOME



PICK OUT THE RIGHT COLOR TEMPERATURE



UNDERSTAND THE LIGHTING FACTS LABEL



UNDERSTAND LUMENS



GET SPECIAL PRICING ON LEDS

## NOW YOU'RE READY TO BUY A BULB!

[dteenergy.com/lightingguide](http://dteenergy.com/lightingguide)



**DTE Energy**<sup>®</sup>  
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