

REDUCED WATTAGE LAMP REPLACEMENT: HELPING YOUR CUSTOMERS SAVE BIG



The lighting sector represents the largest opportunity for non-residential energy savings in the region and the lamp maintenance market is a large portion of this. The Northwest Energy Efficiency Alliance (NEEA) and its utility partners are working with commercial lighting distributors and others to educate customers on the benefits of reduced wattage linear fluorescent lighting, and motivating them to make 28 and 25 watt T8 lamps a viable choice for lamp replacement.

WHY THE REDUCED WATTAGE LAMP REPLACEMENT PROGRAM?

An estimated nine million linear fluorescent T8 lamps are sold across the Northwest and 80 percent of those are 32 watt T8 lamps. When the 32 watt lamps installed in commercial buildings reach the end of their product lives, customers **who are not yet ready for LEDs** typically re-order the same product. In most instances, 32 watt T8s can be replaced with 28 or 25 watt lamps, immediately cutting energy bills by up to 23 percent. If all 32 watt T8 lamps were replaced with reduced wattage versions, the resulting energy savings could power over 73,000 homes across the Northwest each year.

WHY REDUCED WATTAGE LAMPS?

28 and 25 watt T8 lamps are:

- 1) Compatible with the majority of existing 32 watt T8 lamp ballasts, immediately saving up to 23 percent in energy consumption with little to no change in light quality
- 2) Longer life, allowing them to reduce maintenance trips up the ladder by 50 percent and extend re-lamp schedules
- 3) Many are comparably priced with 32 watt T8 lamps

HOW DOES THIS IMPACT MY CUSTOMERS?

While many Northwest utilities focus on TLED and LED programs, the fact remains that many 32 watt T8 lamps are still being sold for maintenance and retrofit projects, and your customers may be missing this savings opportunity. Retail, school and office facility customers tell us that once they switch to low wattage lamps, they never go back to 32 watt T8 lamps.

PARTICIPATING DISTRIBUTORS

Your customers may receive additional savings by asking for reduced wattage replacement lamps from our growing list of participating distributors below. We continue to recruit additional high-volume distributor partners.

- Crescent – Portland and Montana
- Eoff Electrical Supply
- Grainger Industrial Supply
- Graybar
- HD Supply
- Interstate Electric Supply
- North Coast Electric
- Pacific Lamp & Supply Company
- Platt Electric Supply
- Portland Lighting
- Stoneway Electric Supply
- United Lamp Supply

REDUCED WATTAGE LAMP RESOURCES

Tools you and your teams can use to educate your customers on the benefits of reduced wattage T8s include:

- 1) **Lighting Decision Guide and Savings Calculator**
Key Account Managers can use these to help customers determine when reduced wattage T8s are the right fit and their potential return on investment. The guide illustrates how this program complements utility TLED and LED programs.
- 2) **Customer Benefits Infographic**
A visually engaging, high-level review of the benefits of switching to reduced wattage lamps.
- 3) **Customer Information Flyer and Video**
Each provides an overview of the benefits of switching to reduced wattage lamps.
- 4) **Link to www.LowWattT8.com**
Educate your customers on the benefits of reduced wattage T8 lamps.

All materials are available with the Northwest Lighting Network logo. If you'd like a more custom approach, source files will soon be available for your use at www.nwlightingnetwork.com/toolkit, or ask NEEA to customize with your logo and information.

For source file or
customization requests, contact:

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