GE Sends Energy-Efficient Valentine to U.S. Consumers

EAST CLEVELAND, OH (February 14, 2011) — U.S. consumers shopping for light bulbs this Valentine's Day and in the coming months may notice changes on retail store shelves: fewer incandescent bulbs and a wider selection of energy-efficient incandescent halogen bulbs. GE Lighting offers a light bulb that looks like the century-old and beloved incandescent bulb, produces nearly the same light output but operates up to 22 percent more efficiently.

Today, U.S. consumers can find GE's incandescent halogen bulbs—clear and Reveal clear versions (MSRP $5-$7)—nationwide in two-packs in 29-, 43-, 53- and 72-watt varieties that dim and turn on instantly like their 40-, 60-, 75- and 100-watt incandescent bulb cousins that are phasing out of production between 2012 and 2014 as a result of the Energy Independence and Security Act of 2007 (learn more at www.gelighting.com/2012 [1]). The rated life of the new halogen bulbs is 1,000 hours , the same as or longer than incandescent bulbs, and the light output in lumens-a measure of brightness- comes in at 430 for the 29-watt (vs. 490 for a 40-watt incandescent), 750 for the 43-watt (vs. 840 for a 60-watt incandescent), 1050 for the 53-watt (vs. 1190 for a 75-watt incandescent) and 1490 for the 72-watt (vs. 1690 for a 100-watt incandescent).

"A bulb that uses less energy costs less to run," says John Strainic, global product general manager, GE Lighting. "Halogen is an incandescent technology with a big efficiency advantage over standard incandescent bulbs. Each of the bulbs in this line-up consumes fewer watts than the incandescent bulbs we've all used for decades, while delivering a precise dimming capability and a bright, crisp light."

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[1] http://www.gelighting.com/2012