

CFL with Incandescent Shape Arrives in April



GE Lighting's latest customer-inspired light bulb—a hybrid halogen-CFL contained in an incandescent-shaped glass bulb—hits the target for homeowners who love the energy efficiency and long life of GE-quality CFLs but have yearned for more immediate brightness in an energy-saving bulb. GE Energy Smart Soft White and Reveal hybrid halogen-CFL bulbs will brighten the lighting aisles of mass retail, hardware and big box stores nationwide in the weeks leading up to Earth Day 2011 (April 22).

This new hybrid-halogen CFL combines attributes of three popular lighting technologies. GE engineers figured out a way to nestle an instantly bright halogen capsule inside the swirl of a compact fluorescent light bulb. The halogen element comes on instantly and turns off once the CFL comes to full brightness, thus preserving the energy efficiency of the bulb. All the workings of the bulb are contained in an incandescent-shaped glass bulb.

"It looks like an incandescent in size and shape but it's really three bulbs in one," observes Kristin Gibbs, general manager of consumer marketing, GE Lighting. "The instant brightness factor makes our new hybrid halogen-CFL more versatile than other CFLs. It's an optimal choice for use in hallways, stairways, kitchens, bathrooms and anywhere immediate brightness is essential. Simply flip that light switch and it's at your service—immediately."

These new GE CFLs offer eight times the life of incandescent bulbs (8,000 hours vs. 1,000 hours). The new products—RoHS-compliant 15- and 20-watt GE Energy Smart Soft White (2700 Kelvin) and Reveal (2500 Kelvin) CFLs with exceptionally low levels of mercury (1 mg) can replace standard 60- and 75-watt incandescent bulbs or other CFLs that don't offer a satisfactory quality of light or instant brightness. Currently available CFLs contain 1.5 mg to 3.5 mg of mercury.

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Retailers set prices but customers could expect to pay \$5.99-\$9.99 based on product line and wattage.

Beginning in 2012 and continuing through 2014, standard incandescent light bulbs will not be available as a result of U.S. federal lighting efficiency standards: 100-watt bulbs can no longer be made in January 2012; 75-watt bulbs can no longer be made in January 2013; and 60- and 40-watt bulbs can no longer be made in January 2014. GE has consumers covered each step of the way with alternatives such as incandescent-halogen, CFL and LED bulbs that already meet the new efficiency standards. To learn more, visit www.gelighting.com/2012 [1]

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