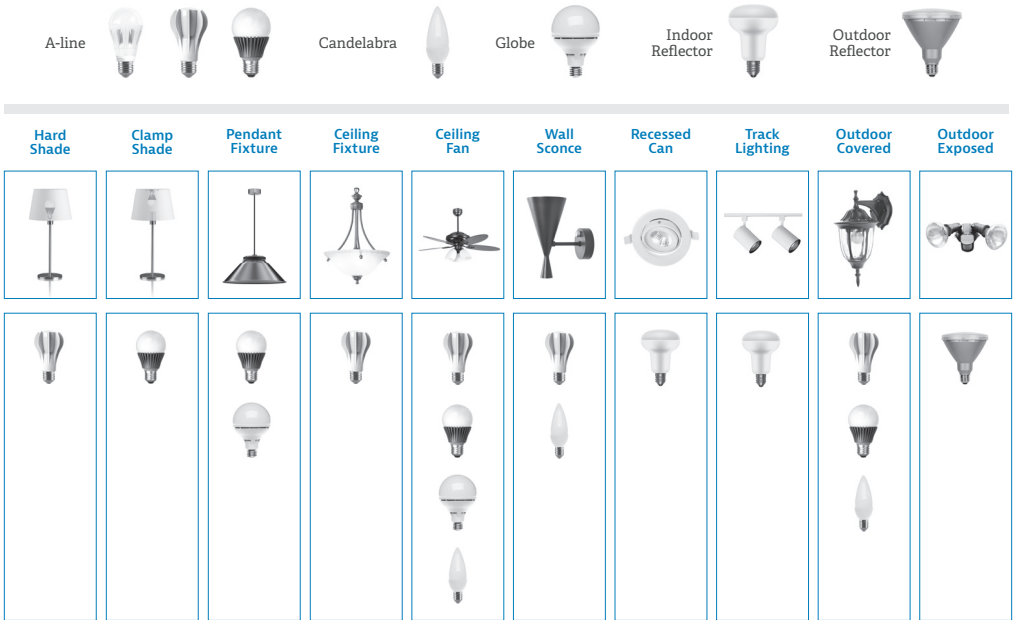


# Why choose LEDs?

- ▶ They use up to 75 percent less energy than incandescent bulbs.\*
- ▶ They last at least 15 times longer than incandescents.\*
- ▶ They come in a variety of styles, lumens and temperatures.
- ▶ Each bulb can save you about \$80 in electricity costs over its lifetime.\*\*

LEDs are available in a variety of bulb styles, including:



Check the packaging labels when selecting your bulbs:

- ▶ Only bulbs marked "dimmable" or "three-way" work with those switch types.
- ▶ For recessed cans, choose bulbs marked "indoor reflector" or "for indoor use."

For more information about the Georgia Power Lighting Program, visit [georgiapower.com/lighting](http://georgiapower.com/lighting).

\*energy.gov

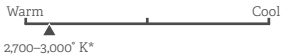
\*\*energystar.gov

# Color and brightness

LEDs are available in a variety of colors:



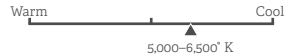
Warm or soft white



Neutral or cool white



Sunlight or daylight



**Cozy, inviting,  
warm glow**

- ▶ Family room
- ▶ Bedroom

**Clean, efficient,  
radiant, crisp glow**

- ▶ Kitchen
- ▶ Bathroom
- ▶ Basement
- ▶ Garage

**Alert, active,  
vibrant glow**

- ▶ Display areas
- ▶ Home office

\*Kelvin (K) is a measurement used to describe the warmth or coolness (color temperature) of a light source. The higher the Kelvin temperature, the cooler the light.



Light output (lumens**)	Incandescent	LED
2600 lm	150 W	25-28 W
1600 lm	100 W	16-20 W
1100 lm	75 W	9-13 W
800 lm	60 W	8-12 W
450 lm	40 W	6-9 W

\*\*The higher the lumens, the brighter the light.

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