

# Not Gone. Just Better.

In light of higher federal efficiency standards, consumers are searching for alternatives to incandescent bulbs, and GE is delivering American-made, Energy-Efficient Soft White bulbs with great improvements and impact.



With an annual savings of \$2.05 per Energy-Efficient Soft White bulb, a household with 40 light sockets could save roughly **\$80 a year**.<sup>1</sup>



The **GE Energy-Efficient Soft White bulb** offers the same shape, size, dimming and nearly the same brightness as a traditional incandescent bulb.



Consumers prefer Energy-Efficient Soft White bulbs to CFL and LED when upgrading from incandescent bulbs.

Compared to incandescents, the GE Energy-Efficient Soft White bulb uses

**28%  
LESS  
ENERGY.**<sup>2</sup>

Consumers are switching from incandescent bulbs to GE Energy-Efficient Soft White bulbs

at a rate of

**2:1**

compared to compact fluorescent bulbs.<sup>3</sup>

To meet this demand, GE is adding over

**150  
NEW JOBS**



at 3 lighting plants in the U.S.

**Made-in-America** bulbs will be manufactured in close proximity to where they will be sold, providing **significant eco impact** by avoiding

**1.3 Million**

shipping miles

and **206,000**

gallons of fuel.<sup>4</sup>

**CO<sub>2</sub>**

That's equal to **4.6 million** pounds of CO<sub>2</sub> emissions avoided.<sup>5</sup>



Energy-Efficient Soft White bulbs will be manufactured at existing GE Plants in Illinois and Ohio.

By switching to the GE Energy-Efficient Soft White bulb, Americans could achieve

**\$372 million**

in energy savings.<sup>6</sup>



To learn more about GE Energy-Efficient Soft White bulbs, visit [www.GELighting.com/EESW](http://www.GELighting.com/EESW).

1. According to the National Electrical Manufacturers Association, the average U.S. household has 40 sockets. Energy savings is based on 60-watt equivalent (43-watt Energy-Efficient Soft White) with 3 hours of operation per day at \$.11/kWh.  
2. While almost as bright as an incandescent bulb, this technology requires significantly less energy—up to 28% less.  
3. 2013 compared to 2012. Source: Nielsen.  
4. Calculations based on GE Lighting plant and warehouse locations and dock locations.  
5. CO<sub>2</sub> emissions avoided include land and ocean freight.  
6. Energy savings are based on estimated quantities and assume that all the Energy-Efficient Soft White bulbs are 43-watt Energy-Efficient Soft White (60-watt replacement) bulbs.