



Light Bulb Buying Guide

LESSON OBJECTIVE: To give students the product knowledge they need to help customers understand the differences between the different types of light bulbs.

ESTIMATED COMPLETION TIME: 3 minutes to review the infographic.

HOW TO USE: This lesson includes an infographic that can be used to refresh the student's product knowledge. It can also be used in the aisle as a reference tool for customers. Use the Discussion Points below to talk through the infographic.

DISCUSSION POINTS:

- Buying a light bulb isn't as straightforward as it used to be. Consumers may still be confused over the many different types and which is the best one to buy. When you're helping them, the best place to start is with the label on the box of the light bulb. Here is a guide to help sort out that information.

Bulb types:

- Incandescent: Once the standard, now it's only used for specialty bulbs.
- Halogen: It's a good incandescent replacement, but produces a lot of heat.
- CFL: It's a cost effective, energy efficient bulb, but contains mercury.
- LED: Best bulb available, due to its long life and low energy usage.

Here's a guide for reading the label on a light bulb box:

- Lumens: We used to think of brightness in terms of Watts. Now we need to think of it in terms of Lumens. Lumens is the true measure of a bulb's brightness. More lumens means a brighter bulb, fewer lumens means a dimmer light. The chart helps compare the Watts we are used to seeing on an incandescent bulb with the Lumens equivalent.
- Light Appearance: This will tell you the color of the light. The color is measured in Kelvin, or K. Customers will want to choose the color of the light based on where they will use the bulb. The chart helps explain that bulbs rated as daylight bulbs are good for areas where you will be reading. They are usually between 5,000 and 6,000K. Warm white light is good for lighting living rooms or bedrooms and is at the lower end of the scale. Cool white light is in the middle, and best suited for workspaces.
- ENERGY STAR logo: This is a rating that lets you know the bulb has met strict guidelines for efficiency and performance. These bulbs will save the customer money because they use less energy than standard incandescent bulbs.
- Energy Used: This will give the customer a better idea of just how much energy they can save. Watts are the true measure of how much energy a bulb uses. Use this number when comparing different types of bulbs.
- Life: One of the first things a customer will notice is the difference in cost between the different types of light bulbs. This portion of the label will help show that even though some bulbs cost more initially, they can save money over time. Show customers the differences in the yearly cost of the bulbs as well as the length of time they are expected to last.

ADDITIONAL TRAINING: Take the Electrical department of NHPA's Basic Training Course in Hardware Retailing, on yournhpa.org.