



FADEOUT

ARE YOU PREPARED FOR THE FEDERALLY MANDATED PHASE-OUT OF INCANDESCENT BULBS? BY SUSAN BLOOM

A MONUMENTAL PARADIGM SHIFT is occurring across the country: the federally mandated phase-out of 100 watt incandescent bulbs beginning in January 2012; 75 watt incandescent bulbs beginning in 2013; and 60 watt and 40 watt models beginning in 2014. The Department of Energy (DOE) estimates that this phase-out will reduce energy consumption—having the potential to save the United State \$6 billion per year on its lighting bills by 2015.

Lighting the Way

In the commercial real estate sector, fluorescent and metal halide technology is far more prevalent than incandescent. But the value in being able to offer tenants information on new lighting legislation and more energy-efficient options remains the same, said Mark Sanders, principal of Lerman Sanders Realty, a Totowa, N.J.-based realty firm specializing in commercial and industrial properties.

“The fact that there are technologies out there that can deliver more and better light while significantly reducing your energy cost and consumption can be a real selling point that can help move a property and increase its valuation,” he said. “It helps show a tenant a future cost savings and an energy reduction over existing technology as well as introducing an opportunity for a utility rebate, a tax deduction or some other kind of financial incentive.”

At the residential property level, where incandescent lighting is more prevalent, many real estate managers are highly committed to staying on top of legislative changes, such as the new incandescent law, in order to help keep their associations and residents in the know.

“We rely on our team of property inspectors to keep us abreast of code and technology changes so that we can inform our condo associations,” said Paul Houillon, president of Connected Property Management, which manages 200 small to midsize condominium associations throughout the Chicago area.

“They inspect our properties monthly and advise on technologies that are not as cost-effective as they could be; or, for example, on more energy-efficient light sources that we could be using in our common areas and residential spaces. Although each of our 4,000+ unit owners is technically responsible for [his] own unit from the drywall-in, we do feel it’s our responsibility to be an educational resource for them and help guide them with respect to legislative changes like this so they can make informed decisions regarding their alternatives,” said Houillon.

In order to prepare unit owners for changing incandescent lighting legislation, Connected is disseminating information by including it in reports to each condo association, forwarding letters to each unit owner and posting on the company’s intranet.

“Our team is definitely aware of the upcoming incandescent phase-out and will probably begin publicizing it in advance of the beginning of the phase-out period next January,” said Houillon.

Getting All the Facts

For its part, the DOE is deploying a number of activities to promote public awareness regarding the phase-out of incandescent lamps and help catalyze the nation’s conversion to more energy-efficient lighting options. In addition to a dedicated website, Stutsman said that public service announcements formatted for various TV, radio, print and online mediums began running last summer and the DOE has already started working with retailers, manufacturers and other members of the supply chain to develop targeted communications for use at the point of sale, where buyers often make their lighting purchase decisions.

“We also want to help lighting users convert from the previous metric of ‘watts’ to one of ‘lumens,’” said DOE spokeswoman Jen Stutsman, “so that the purchase decisions they make will be focused on the light output these lamps deliver and not on the power they consume, a reality which has often confused users and made it difficult for them to make comparisons between different

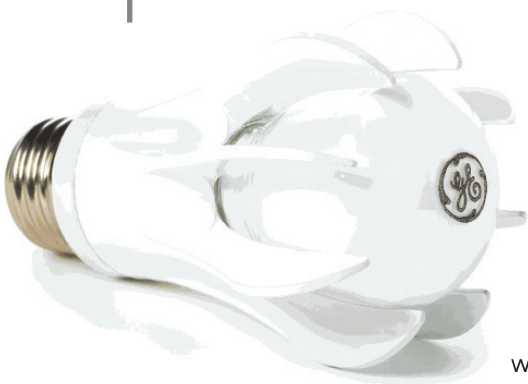
NEW INCANDESCENT LAMP LAWS

The chart below illustrates the dates from which manufacturers and importers will no longer be able to make or import lamps that do not meet the standards mandated within the Energy Independence & Security Act of 2007. (They will, however, be able to sell their inventories manufactured prior to those dates.)

CURRENT WATTAGE	RATED LUMEN RANGES	NEW MAXIMUM RATED WATTAGE	MINIMUM RATED LIFETIME	EFFECTIVE DATE – CALIFORNIA*	EFFECTIVE DATE – 49 STATES*
100	1490-2600	72	1,000 hours	1/1/2011	1/1/2012
75	1050-1489	53	1,000 hours	1/1/2012	1/1/2013
60	750-1049	43	1,000 hours	1/1/2013	1/1/2014
40	310-749	29	1,000 hours	1/1/2013	1/1/2014

DOE information presented courtesy of OSRAM SYLVANIA

*Manufactured on or after effective date



lighting products.”

To this end, new Federal Trade Commission (FTC)-sponsored lighting facts labels—including easy-to-understand metrics such as “Estimated Yearly Energy Cost,” “Lumens,” “Lifetime,” “Light Appearance (Temperature)” and “Energy Used”—have been designed to help simplify and standardize the information shared on lighting product packaging, thus enabling more apples-to-apples comparisons between products.

A Trio of Alternatives

The fact is, though incandescent technology has been such a familiar and integral part of American culture for over 125 years, it has also been recognized as a highly inefficient light source on a lumen-per-watt basis, with over 90 percent of the energy consumed by incandescent technology actually getting converted to heat, not light. Stutsman stressed that there are actually two costs associated with lighting—the up-front product costs and the long term operational costs—that can help the buyer determine the way they invest in lighting.

“We want to impress upon lighting users that there are a range of technologies already out there that *do* meet the new performance standards—specifically, efficient halogen lamps, compact fluorescent retrofit lamps and LED retrofit lamps,” said Stutsman.

Susan Isenhour Anderson, manager of energy relations for OSRAM SYLVANIA, added that the following three options: 1) halogen lighting; 2) compact fluorescent retrofit lamps; and 3) LED retrofit lamps, are energy- and cost-efficient alternatives to incandescent bulbs.

Halogen Lighting

Of the three options, halogen bulbs are the most similar to incandescent bulbs in look and feel, are reasonably-priced, contain no mercury and are fully dimmable, making them appealing options for residential properties as well as for retail and hospitality settings.

“Halogen, which is basically a more energy-efficient

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—MARK SANDERS, LERMAN SANDERS REALTY, TOTOWA, N.J.

form of incandescent lighting, provides 28-30 percent or greater energy savings and is compatible in all transitional incandescent applications,” said Anderson. “If the end-user wants the quality of light they know from incandescent, then they will want to choose halogen.”

Compact Fluorescent Retrofit Lamps

Anderson said that compact fluorescent retrofit lamps (CFLs)—available in a variety of wattages and types and providing as much as 75 percent energy savings, or more, relative to incandescent bulbs—have evolved tremendously since their initial introduction in the 1980s. Thanks to advancements in phosphor and amalgam technology, CFLs produce similar ambiance and color quality to incandescent bulbs. Although their fluorescent technology requires the presence of low levels of mercury in order to operate, CFLs represent a long-lasting alternative to incandescent bulbs, with a life span of up to 13,000 hours (as much as 10-13 times the life of a standard incandescent bulb).

LED Retrofit Lamps

With life spans as long as 50,000 hours, no mercury and increasing availability in a wide array of form factors and pleasing color temperatures, LEDs are fast becoming a viable alternative to incandescent bulbs despite their high initial price, often in the \$20-\$40 range.

“LED retrofit lamps provide up to 80 percent energy savings relative to incandescent bulbs and even longer life than compact fluorescents,” said Anderson.

If end-users want to maximize their energy savings and lamp life, then compact fluorescent and LED retrofit lamps are good choices, with LEDs providing the longest life.

“When considering their options, though, end-users should know that not all compact fluorescent or LED retrofit lamps are dimmable or suitable for use in exterior locations or in enclosed luminaires. They should check the packaging for valuable information about how these lamps can be used,” said Anderson. ■

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