



Energy &
Environmental Impact Ratings



SAVENIA LABS LAUNCHES WORLD'S FIRST LIGHT BULB ENERGY & ENVIRONMENTAL IMPACT RATING LABELS

NEW LABELS REVEAL TRUE COSTS OF YOUR LIGHT BULBS

(Bethesda, MD Issued Mar 13, 2013) - [Savenia Labs](#) announced today that its popular Energy Rating Labels are now available for standard fit light bulbs in [participating retail stores](#). Now shoppers for the first time can see both how much it will cost to power a light bulb and how many bulbs will be required at just a glance. The labels help shoppers uncover light bulb savings easier than ever before.

The average home has 50 mostly energy-hungry incandescent light bulbs, and shoppers stand to save thousands of dollars by switching to more efficient bulbs that use less energy and last longer. Until now, calculating cost savings for 3 bulbs required 11 mathematical steps.

Savenia found that some light bulbs cost well over \$100 to power and require 16 bulb changes over a standardized 15-year lighting period, while others can cost as little as \$20 to run over the same period with a single bulb. Savenia Labs Energy Rating labels simplify and highlight the potential cost savings between bulbs at a glance, so shoppers can consider other features important to them.

“We found that shoppers were missing the huge cost savings associated with newer light bulbs, so our labels highlight the total energy costs and bulbs required to make it clearer with less math,” said John Jabara, founder of Savenia Labs.

“For the first time shoppers can see the full impact of dollar savings by switching to more efficient light bulbs,” said Craig Smith, owner of Twins Ace Hardware Store in Fairfax, VA. “The impact of the labels is immediate – and results in more informed decisions.”

Participating retailers can download Savenia Labs Energy Rating Labels and print them in stores for display, and consumers can access Energy Ratings through their smartphones at [savenialabs.com](#). Ratings are customized for energy costs and environmental impact based on zip codes.

Savenia Labs provides the world's first and only energy ratings on several popular appliance categories. Participating retailers that display the labels have experienced dramatic increases in sales and customer satisfaction, while consumers benefited from energy efficiency information that helped them save money.

About Savenia Labs

Savenia Labs is an independent testing laboratory and information services company that provides energy and environmental impact ratings on popular appliances and electrical products. Savenia Labs produces information labels and ratings so individuals and businesses can choose energy saving and environmentally friendly alternatives while shopping.

For more information please contact John Jabara at Savenia Labs at (855)-SAVENIA or by email at info@savenialabs.com.

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