



Energy &  
Environmental Impact Ratings



## **SAVENIA LABS LAUNCHES WORLD'S FIRST LIGHT BULB ENERGY & ENVIRONMENTAL IMPACT RATING LABELS - FLOODLIGHTS & SPOTLIGHTS**

### **NEW LABELS REVEAL TRUE COSTS OF LIGHT BULBS**

(Bethesda, MD Issued July 2 2013)-- [Savenia Labs](#) today unveiled the first ever energy + environmental impact rating labels for spotlights and floodlights in participating retail stores. Based on the popular Savenia Labs Energy Rating Labels for appliances and standard lightbulbs, now shoppers for the first time can see both how much it will cost to power a spotlight or floodlight 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 floodlight bulbs cost well over \$160 to power and require 8 bulb changes over a standardized 15-year lighting period, while others can cost less than \$40 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.

"We want our customers to be the most informed light bulb shoppers in the world," said John Elliott, General Manager Charm City Ace Hardware in Baltimore Maryland. "With the launch of Savenia Labs' spotlight and floodlight labels in our stores, we help people make money and energy saving decisions for most of the lights in their homes and offices."

[Participating retailers](#) can download Savenia Labs Energy Rating Labels and print them in stores for display. 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 shoppers 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 (855)-SAVENIA or by email at [info@savenialabs.com](mailto:info@savenialabs.com).

### **About Charm City Ace Hardware**

Charm City Ace Hardware is a group of locally run hardware stores under the umbrella of A Few Cool Hardware Stores, bringing essential home-maintenance products, DIY (do-it-yourself) expertise and specialty services to residences and businesses. The company has three locations in Baltimore and is part of the national Ace Hardware cooperative. For more information and store locations, visit [www.charmcityacehardware.com](http://www.charmcityacehardware.com).

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