

## Energy-Efficiency: Compact Fluorescent Light Bulbs

At Wal-Mart and Sam's Club, we know that being an efficient and profitable business and being a good steward of the environment are goals that work together. We believe **ALL families should have access to affordable, energy-efficient, and sustainable products**, such as light bulbs that reduce utility bills while protecting the environment; fruits and vegetables sourced from local farms; fresh seafood caught in a responsible way; clothes made from organic cotton; and forest and paper products that are safe for families, and are produced, packaged and delivered to our stores in an environmentally-friendly way.

### Here's why:

Compact fluorescent light bulbs (CFLs) are **an existing technology that can save people money while protecting the environment**. At Wal-Mart and Sam's Club we are not only working to make CFLs more accessible and affordable, but also we are working to educate our customers about their benefits. These highly efficient bulbs are a worthwhile investment for consumers that can reduce energy consumption, decrease pollution, mitigate climate change, and drive down utility costs.

- Wal-Mart sees CFLs as a way to help customers save money. **CFLs use up to 75 percent less energy than traditional light bulbs** and can help to lower utility bills and greenhouse gas emissions.
- With Wal-Mart and Sam's Club's everyday low prices, our customers can **recoup the cost of a CFL in less than six months** and see the savings for years to come.
- To reduce the amount of mercury in its CFLs, Wal-Mart worked closely with manufacturers GE, Royal Philips, Osram Sylvania and Lights of America. **Wal-Mart and its suppliers committed to reducing mercury in the CFLs sold in Wal-Mart stores and Sam's Clubs to below 5 mg.**
- **Converting one conventional 60W bulb to a 13W ENERGY STAR qualified CFL can save \$5 - \$8 in electric costs per year, or an average savings of \$30 over the bulb's lifetime.** Most homes have more than 30 compatible sockets; changing an entire house to CFLs could equal hundreds of dollars in utility savings per year.
- Installing a single CFL can prevent **450 lbs. of greenhouse gases** from reaching the air, which translates to **110 lbs. of coal** not being burned in power plants, and fewer mercury emissions.
- Light bulbs are in every home and business in America, and **nearly 20 percent of all home electric costs in the U.S. come from lighting alone.**
- **Incandescent bulbs that rely on a filament use only 5 - 10 percent of the electricity they consume, making them inefficient, and causing them to reach external temperatures upwards of 300 degrees Fahrenheit. CFLs need significantly less energy to produce the same amount of light, and stay cool to the touch.**

- **An ENERGYSTAR qualified CFL should last for five to seven years, 10 times longer than a traditional bulb.** That single CFL will save 7 – 10 incandescent bulbs from reaching a landfill.

We believe CFLs can change the way consumers look at energy-efficient products; not only are CFLs good for the environment, but a financially-wise investment.

### Why did Wal-Mart select a goal of selling 100 million CFLs by the end of 2007?

Who better than Wal-Mart and Sam's Club to stretch our energy dollars farther or to help consumers lower their electric bills for years to come? Wal-Mart chose to set an internal goal of selling 100 million CFLs because it is impactful, sustainable and attainable:

- Selling 100 million CFLs could have a staggering environmental and financial impact. **Over the life of those bulbs, consumers can save \$3 billion in electrical costs and prevent 20 million metric tons of greenhouse gases from entering the atmosphere. This change is comparable to taking 700,000 cars off the road, and could save enough energy to power 450,000 single-family homes.**
- Today the quality of CFLs available at Wal-Mart and Sam's Club is better than ever, which means **the issues that previously deterred shoppers from buying CFLs are rarely problematic.** In the past, customers may have found CFLs to be expensive (as much as \$25 per bulb), slow to turn on, noisy, dim, strangely colored or shaped, and inconsistent in quality. Today's technology and standards have largely eliminated these problems.
- We hope to inspire customers and associates to make CFLs **the light bulb of choice for America and joined the 18Seconds movement ([www.18Seconds.org](http://www.18Seconds.org)) to raise awareness of energy efficiency.**

### Here's How:

Wal-Mart and Sam's Club are implementing a multi-dimensional plan that includes offering:

- A touch screen in 100 select Wal-Mart stores beginning January 2007 **to help customers choose which CFLs best fit their needs** based on cost and estimated savings. The display is expected to be in all stores by mid-2007. **An online savings calculator is currently available on [samsclub.com](http://samsclub.com).**
- An educational display on Wal-Mart shelves comparing 10 different CFLs and their conventional counterparts, in space previously devoted to sales. **The display allows customers to easily compare qualities and styles, and demonstrates the potential savings associated with each type.**
- **Forty percent more shelf space in the lighting aisle devoted to these highly efficient bulbs, in shapes and colors comparable to the incandescents customers are used to.** CFLs are not only more prevalent in the lighting aisle, but more prominently displayed on the top shelves so customers can find them easily.

New CFL displays can also be found in unexpected places around Wal-Mart stores, such as in the grocery aisle and next to seasonal goods on the “Catch the Season” wall.

- **Co-branded ads featuring CFLs appearing in print publications during 2006 and 2007.** Additionally, CFL information is available on Wal-Mart TV and radio to provide useful facts and tips for making them part of an energy-efficient home.
- **Associate education on CFLs through an online fact sheet and the company’s internal newsletter.** To further energize associates, Wal-Mart and Sam’s Club have been hosting company-wide competitions to encourage associates to buy CFLs and generate CFL sales.

What Industry leaders and media are saying about CFLs:

**Jack Uldrich, *The Motley Fool*, “Wal-Mart’s Bright Idea,” Sept. 6, 2006.**

“Beginning this month, Wal-Mart has launched a massive in-store campaign to educate customers about the benefits of energy-efficient compact fluorescent lightbulbs (CFLs). Normally, a story about lightbulbs would not be particularly, uh, illuminating. But this new move could make a big difference for consumers’ wallets, [and] the environment.”

**Steven Hamburg, associate professor at Brown University, *Fast Company*, Sept. 2006.**

“Can [Wal-Mart] change the game? Think how many games Wal-Mart has changed. There’s no reason they can’t change this game.”

**Jack Uldrich, *The Motley Fool*, “Wal-Mart’s Bright Idea,” Sept. 6, 2006.**

“Wal-Mart’s stated goal is to sell 100 million CFL’s this year. That’s an ambitious figure, but with its in-store education campaign and the likes of Oprah and *Fast Company* singing CFL’s praises, I believe the company stands an excellent chance of meeting -- and possibly exceeding -- this goal.”

**CNN, “In the Money,” Oct. 8, 2006.**

“Beginning with a major launch this month, Wal-Mart and General Electric, one manufacturer of CFLs, plan to widely inform consumers [about CFLs]...over the next year. To gain shoppers’ attention, Wal-Mart plans to rearrange store lighting aisles. They’ll place energy savers at eye level on the most prominent shelves, and install educational displays that show customers why the switch makes sense... Energy savings is a big win for Wal-Mart, whether it is the compact fluorescent light bulb or other product.”

**Charles Fishman, *Fast Company*, “How Many Lightbulbs Does it Take to Change the World? One. And You’re Looking At It,” Sept. 2006.**

“Buying and using [a CFL] helps save the world – and also saves the customer money – with no compromise on quality. Selflessness and self-satisfaction, twirled into a single \$3 purchase.”

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