

Major promotion is launched for energy-efficient lightbulb

Any light bulb that is energy efficient, economical and long lasting deserves to be better known. That's the premise behind a major promotion launched by Ontario Hydro and Loblaw's Companies.

Loblaw's is promoting compact fluorescent light bulbs for sale across Ontario under the label "President's Choice G.R.E.E.N. Environmentally Responsible Electronic Light Bulbs." The light bulbs will be featured at Loblaw's, Zehrs and SuperCentre stores between now and Dec. 29.

Ontario Hydro will provide a \$5.00 rebate encouraging customers to try the light bulbs by bringing the expected price down to \$14.99.

"We've had many calls from consumers interested in saving electricity who have been unable to find compact fluorescents in local stores, so we were delighted to join with Loblaw's," said Dane McCarthy, Ontario Hydro's Vice President of Energy Management.

Compact fluorescents last about 10 times longer than standard incandescent lamps. A 15-watt compact fluorescent saves 75 per cent of the energy used by a regular 60-watt bulb and is therefore most cost effective in lamps that are regularly turned on for several

hours each day.

Switching from a high-use 60-watt bulb to a 15-watt bulb could prevent the burning of an amount of energy equivalent to burning 90 pounds (40 Kg) of coal and consequently, the emission of 190 pounds (85 Kg) of greenhouse gases.

To understand why, it's necessary to understand how incandescent and compact fluorescent light bulbs function.

An incandescent light works by heating up a metal wire, turning energy into light, whereas a compact fluorescent uses electricity to start up and maintain the lighting process.

An incandescent light receives electric current, heating a metallic filament to a high temperature (above 500 degrees Celsius). A tungsten filament is used because of its high melting point and low rate of evaporation at high temperatures. The filament is coiled to shorten the overall length and reduce heat loss.

The filament is enclosed in a glass bulb filled with inert gas at low pressure to permit operation at higher temperatures. To emit a diffused light instead of a glare of

the unconcealed filament, the bulbs are often frosted on the inside.

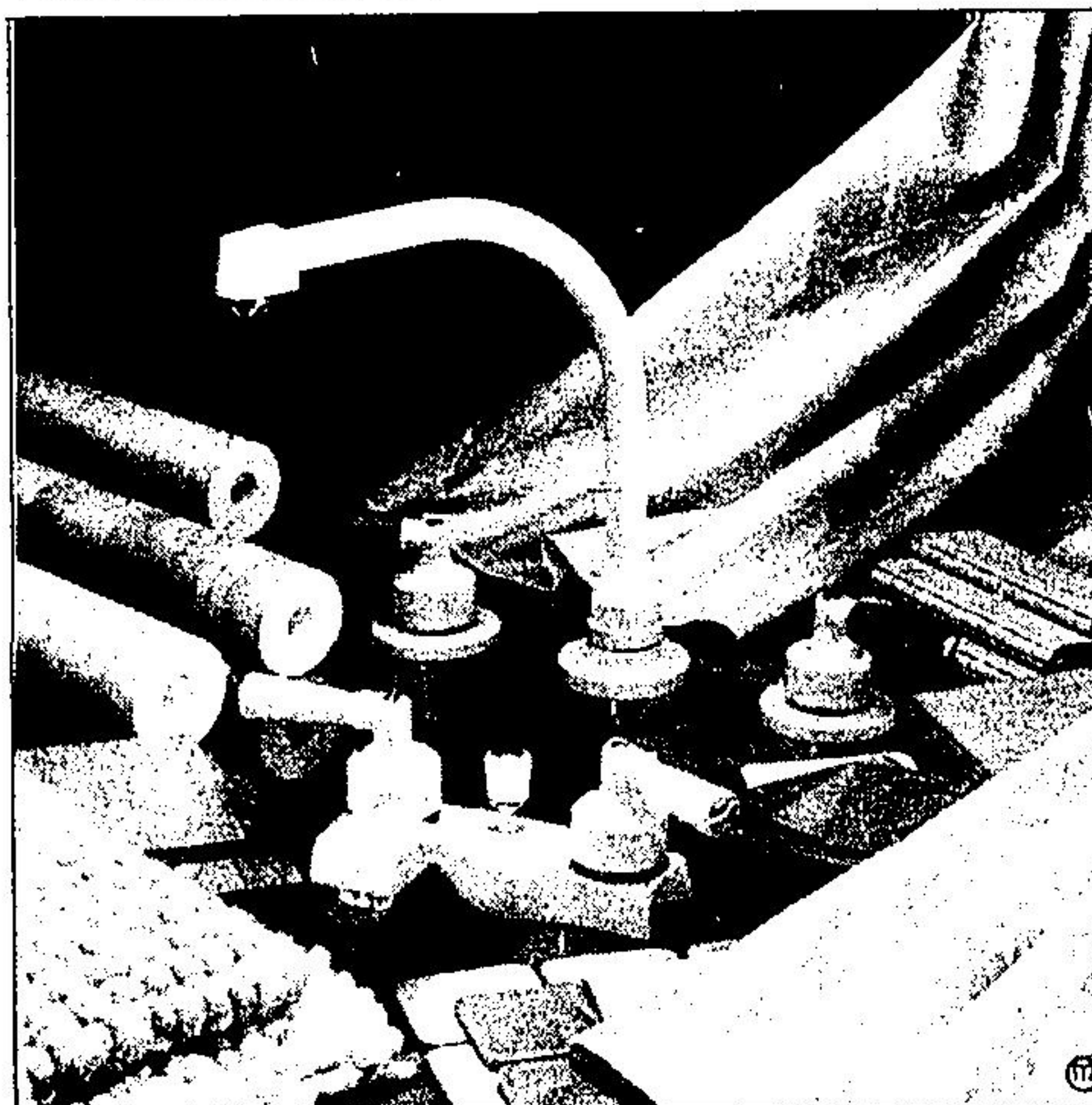
A compact fluorescent light consists of a glass tube filled with a mixture of argon gas and mercury vapor at low pressure. When current flows through ionized gas between the electrodes in the bulb, it creates an arc. This mercury arc emits ultraviolet radiation.

The ultraviolet radiation is converted to visible light by fluorescent coating on the inside of the tube.

The Loblaw's compact fluorescent light bulb promotion is a \$750,000 pilot program for Ontario Hydro preparing the way for a more extensive lighting incentive campaign next year.

"Right now our goals are to help make compact fluorescents accessible to the average consumer," said McCarthy. "Most stores don't stock the bulbs because there hasn't been a market for them to date, and there hasn't been a market because stores haven't stocked them."

"We're expecting this campaign with Loblaw's will help change that," he said.



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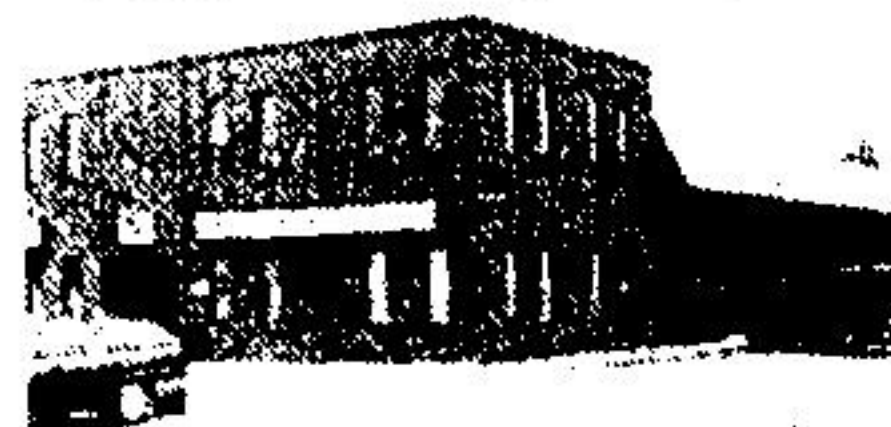
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