



GE  
Lighting

### **GE Lighting ready for EuP Directive with new range of CFLs**

Budapest, July 2009 – Simon Phillips, GE Lighting’s European Commercial Director has announced that GE is ready for the phase out of incandescent lamps under the European Union Energy-using-Products (EuP) Directive.

In accordance with the European Union Directive to improve the efficiency of some energy-using products, incandescent lamps will be phased out across Europe between 2009 and 2012, and replaced with more energy efficient alternatives.

With the first stage in the implementation of the Directive on 1<sup>st</sup> September 2009, GE is confident it has the range and capacity to provide sufficient energy saving alternatives to meet demand.

Speaking about the phase out, Simon Phillips explains; “GE’s technology and product development have been driven by our GE ecomagination business initiative, which was designed to help meet customers’ demand for more energy-efficient products. Through this we have already been investing in the creation of innovative solutions to environmental challenges and delivering valuable products and services to customers. In lighting, this has specifically focused on developing our Compact Fluorescent Lamp (CFL) range, which includes an incandescent-shaped CFL we are launching in September. We also have halogen alternatives and are continuing to invest significantly in the development of affordable LED solutions, as we believe this is where the future of lighting will be.

“It is impossible to accurately gauge where demand will be but we have done our best to ensure that we are ready for the switch and are confident that our new range of Energy Smart™ CFLs will provide a welcome alternative to incandescents.”

Designed to recreate the pleasing and familiar shape of the incandescent lamp, and providing the same light output, GE's Energy Smart™ CFL uses up to 75% less energy and lasts up to 10 times longer. With a complete family of different shapes and sizes, Energy Smart™ CFLs provide energy-efficient lighting options for every room in the home – including decorative fixtures.

Leading the way with its award winning LED technology, GE already dominates the signage, traffic signal and refrigeration LED markets – helping to save significant amounts of energy for these always-on lighting applications. GE's LEDs provide considerable energy savings and have a rated life of 50,000 hours, and they were recognised at the Lighting Design Awards for their colour stability.

GE Lighting also recently announced the launch of its new range of High Output LED retrofit lamps, which enable the replacement of a range of types of mains voltage reflector lamps, opening up dramatic energy and maintenance saving possibilities for users. Offering low cost of ownership, these lamps achieve dramatic through-life savings and fast paybacks of within 1 year are achievable in professional applications.

Simon concludes; "GE's LEDs are being used in a range of professional and domestic applications, from every Hilton hotel sign around the globe to a Grand Designs house build in Wiltshire. The potential for LEDs is enormous and it's exciting to be leading the way with our technology."

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### **About GE Lighting**

General Electric was born from the invention of the world's first affordable incandescent lamp. A century later, GE Lighting is still bringing light to the world, developing new technologies such as fluorescents and light-emitting diodes, that operate with more efficiency, less cost and less environmental impact than ever before.

GE Lighting is part of GE Consumer & Industrial, a \$12+ billion global business with 49,000 employees in more than 100 locations. With more than a century of experience inventing cutting-edge products and services, GE Consumer & Industrial strives to make life better,

more convenient and more efficient for consumers, as well as commercial and industrial customers.

**About EuP**

The EuP Directive establishes a framework for the setting of the eco-design requirements for energy-using products. It aims to improve the environmental performance of products throughout the life-cycle, by systematic integration of environmental aspects at a very early stage in the product design

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