

8 June 2009

Media release

Reduce power bills with Rightlight.govt.nz

New Zealanders can find out how to reduce their power bills with the launch of a new website www.rightlight.govt.nz.

“Many households and businesses are paying more than they need to in their power bills because they use inefficient lighting,” said David Caygill, Chair of the Electricity Commission.

Responding to research showing consumers want more impartial information on which to base lighting decisions, the Electricity Commission teamed up with Consumer NZ, the Energy Efficiency Conservation Authority, Master Electricians and the Green Building Council to launch the RightLight programme.

“Rightlight.govt.nz provides tools and information to help families and businesses reduce their power bills and choose the right efficient light for the particular application.

“If we all used efficient lighting, New Zealand could reduce its annual energy consumption by as much as 1200GWh – that’s equivalent to the total electricity use in Waitakere and North Shore cities for a year or over \$278 million per year in residential power bills,” said Caygill.

The RightLight programme includes TV advertising to make people aware of the website and resources on it, in-store training for retailers and electrical wholesalers and point of sale information in lighting stores and supermarkets to help consumers choose the appropriate efficient bulb.

Supported by Consumer NZ, the programme aims to help consumers and businesses make informed choices about efficient lighting.

“The cost savings for using energy efficient lighting are significant – for some technologies over \$100 over the lifetime of a single bulb,” said Consumer NZ CEO Sue Chetwin. “It’s all about having the information available to make informed lighting choices.”

Many people assume that efficient lighting means the traditional spiral compact fluorescent light (CFL) but Chetwin said there is now a wide range of options available, including halogens and LEDs as well as a full range of CFLs.

“There’s no one lighting ‘solution’ for every application,” said Chetwin.

“Rightlight.govt.nz simplifies the decision-making process by providing simple tools and tips to help you choose the right bulb for the job, whether you’re replacing an old light bulb in your lounge or redesigning your entire home.

“The good news is that efficient lighting is no longer an eye-sore. Advances in lighting design mean there is a range of attractive efficient light bulbs for every situation.”

Which efficient light bulb is the most appropriate depends on a number of factors including how often the light is used and for how long, what it’s used for, the lighting ‘look’ you’re after and whether you use a dimmer.

For example:

- CFLs provide huge energy savings in high use areas such as lounge, dining and family rooms. They now come in covered and dimmable forms
- New generation halogen bulbs look just like your standard light bulb and are ideal for areas where lights are on for short periods of time such as cupboards and hallways, or for use on dimmers
- Fluorescent tubes come in an increasing range of sizes and shapes and are great in bathrooms over mirrors and over kitchen work benches.

Rightlight.govt.nz is an industry-wide initiative to reduce energy consumption for lighting by providing information and tools to help Kiwis choose the right efficient light bulb for any situation.

— ends —

For more information:

David Caygill
Chair, Electricity Commission
+ 64 4 460 8841

Sue Chetwin
CEO, Consumer NZ
+ 64 4 384 7963