

# GE Product Strategies

**With existing and upcoming legislation affecting the industry, who do you ask for guidance?** We realize that new legislation means new mandates. We're dedicated to helping you understand these imperatives and offer energy-saving alternatives.

Our product lines offer multiple options to replace products impacted by existing or upcoming legislation, below are our product line strategies that address legislative imperatives:

## *GE's Linear Fluorescent Strategy*

Optimizing energy efficiency by improving initial lumens per watt. Providing a reduced mercury product offering to meet pressing environmental challenges, while maintaining production of TCLP compliant products.

**Example: 32 Watt T8 Linear Minimum Lumens Required to Meet New Standards: 2850**

Current Lamp:	F32T8 35k (SP series)	2800 Lumens	FAIL
Suggested Lamp:	F32T8 35k (SPX series)	2950 Lumens	PASS

## *GE's Ballast Strategy*

Offering the most complete RoHS Compliant and NEMA Premium electronic ballast product line in North America while accelerating energy savings and minimizing environmental hazards.

## *GE's Halogen Strategy*

Provide a complete line of products to exceed lumen per watt standards. Offering energy efficient, reduced wattage alternatives while minimizing negative environmental impacts.

**Example: 50 Watt PAR30 Halogen Minimum Lumens Required to Meet New Standards: 848**

Current Lamp:	50PAR30/HIR	825 Lumens	FAIL
Suggested Lamp:	48PAR30/HIR+	840 Lumens	PASS

(Due to the fact that this lamp is 48 watts, 805 Lumens are required to meet standard).

## *GE's LED Strategy*

Provide a complete line of directional, decorative and general-purpose lighting products that meet ENERGY STAR® performance, deliver long life, save energy and provide exceptional value to our customers.

## *GE's CFL Strategy*

Provide a complete line of energy efficient CFL general purpose and decorative products that are ENERGY STAR® rated and RoHS compliant.