



# MEDIA ALERT

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## Australians confused by incandescent globe phase out

The Australian government's ban on the import of the standard household GLS incandescent light globe takes effect this month.

Beacon Lighting says that while many Australians have made the switch to low energy lighting, some are confused about today's low energy alternatives and are hesitant to make the change.

"We find some customers are confused about the options available in CFL lighting. Some are concerned that CFLs will flicker while others don't realise there's a range of low energy lighting colours, not just the stark bright light of the fluorescent tubes of the past," said Glen Robinson, Beacon Lighting's general manager merchandise.

Mr Robinson explained that today's electronically-ballasted CFLs don't flicker or hum and that their light quality is equal or superior to incandescent globes. "Customers will find a range of CFL light colours from warm white to bright daylight so there's a CFL to achieve almost any desired household lighting level."

Mr Robinson added that while CFLs are currently the most readily available low energy lighting alternative, they are not mandated by the government and more efficient forms of incandescent lighting will continue to become available as technology develops.

"We're seeing new lighting technologies being developed every week, most of which are designed around more energy efficient methods of lighting. There have been great advances in LED lighting and we expect to release a very effective LED downlight by the end of the year," Glen noted.

Beacon Lighting sales associates are trained in lighting design, interior design and, in some cases, advanced lighting design. They can provide customers with expert information to help achieve the desired lighting design with low energy lighting.

Anyone with questions about switching to low energy lighting should contact their local Beacon Lighting store where sales associates can provide expert advice on low energy lighting products and designs. Call 131 595 for the nearest store or visit [www.beaconlighting.com.au](http://www.beaconlighting.com.au).

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**Glen Robinson** is available for comment. He is an expert on energy efficient lighting, maintains an up-to-date knowledge of global lighting trends, and travels overseas frequently to source from the latest lighting innovations and technology.

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