

Media Release
17 November 2005



**Energy efficient lighting campaign
could save Wellington householders \$500 each**

Households in the greater Wellington region could save up to \$500 each in power costs over the next few years by investing just \$10 in five energy efficient Ecobulbs®.

A marketing campaign to promote the use of energy efficient compact fluorescent lamps kicks off tomorrow (Friday) with advertisements in newspapers and on radio. Vouchers offering five Ecobulbs® for \$10 will be sent to most households in the Wellington region.

This is one of the largest energy efficiency project ever undertaken in New Zealand. It's delivered through a partnership by the Hutt Mana Charitable Trust, the Electricity Commission, the local electricity network company, Vector, and the region's major electricity retailer, Genesis Energy.

The campaign is expected to save around 250 GWh of electricity over the nine year life of the bulbs, based on the bulbs being used for three hours a day each day. 250GWh of electricity is enough to power about 25,000 homes for a year.

The compact fluorescent lamp chosen for the campaign is the new Ecobulb®, which lasts up to 10 times longer, and uses only about a fifth of the power of a normal bulb, while providing similar light output.

"The Trust, the Electricity Commission, Vector, Genesis Energy and the other companies selling electricity in the Wellington region have organised and funded a special promotion of the Ecobulb®," says Trust Chairman Roger Styles.

"All the parties have contributed to the campaign to encourage the uptake of high quality compact fluorescent lamps by consumers, and we are working with supermarkets in the Foodstuffs group (New World, PAK'nSAVE and Four Square) to market these bulbs.

"Encouraging the use of energy efficient light bulbs is right in line with the goals of the Hutt Mana Charitable Trust, whose principal business is the promotion of energy efficiency and conservation,' Mr Styles said.

“Reducing demand and consumption is an important way of relieving pressure on the electricity infrastructure”, says Roy Hemmingway, the chair of the Electricity Commission

“A \$10 investment in five Ecobulbs®, will save a household more than \$500 in power costs over the nine-year life of the bulbs. This is about \$34 million calculated across the region, says Roger Styles.

Vector group marketing manager Jason Delamore says Vector is delighted to be associated with the project, which will provide the region with significant benefits.

“As the Wellington region’s local electricity network provider, we touch each and every home and business in the region. The promotion of high quality light bulbs is an important initiative given it will contribute to reducing the amount of energy used at peak times which is not only energy efficient but will also contribute to the long term sustainability of the region.”

“The use of the high power factor, low harmonic bulb is also important given it is very efficient and does not create disturbances on the network like some of the other cheaper energy saving bulbs do,” Mr Delamore said.

Ecobulbs® use the latest technology and reach maximum light output after only a few seconds.

Genesis Energy, the major electricity retailer in the greater Wellington area, is excited about supporting the Ecobulb® project as it looks to focus on delivering energy efficiency initiatives to its customers.

“Genesis Energy realises that our customers want to reduce their electricity bills, and we encourage them to be energy efficient through a variety of product offers and helpful tips,” says Genesis Energy General Manager Retail, Vince Hawksworth,

“The Ecobulb® is a good quality bulb that has been proven to significantly reduce household electricity consumption and Genesis Energy is pleased to be supporting the Ecobulb® campaign in the Wellington area” says Mr Hawksworth,

Customers can buy five Ecobulbs® for \$10 which is a significant saving compared with the normal retail price of up to \$5.95 each.

Vouchers offering five Ecobulbs® for \$10 are being sent to most households in the Wellington region. People who don’t receive one can get one at participating supermarkets and through vouchers printed in the newspaper.

The vouchers can be redeemed at any New World, PAK’nSAVE or Four Square store in the region. Additional Ecobulbs® can be purchased at these outlets for the special price of \$3.95 each while stocks last.

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