

Light bulb promotion a success

With just a week of the LineTrust South Canterbury backed energy efficient Ecobulb promotion to go, trust chairman Rick Ramsay is predicting all 65,000 of the light bulbs will be sold.

Using the bulbs in high use areas is expected to save consumers at least \$100 in energy costs per year.

He said around 45,000 of the especially made bulbs brought into the country had already sold, most in the first two weeks of the promotion.

"It was a bit quiet in the third week but talking to the store owners they say that is quite normal during a promotion.

"Now we expect a run on them in the final week as people try and get in before the promotion ends.

"We did a survey ringing those people who had not purchased their light bulbs just to see why and whether they were going to.

"A lot told us they intended to and just hadn't got around to it yet and others had put their coupon aside meaning to use it later and had lost them."

Mr Ramsay said they expected all the bulbs to be sold by the end of the promotion on November 30, but if there were some left over they had yet to decide what to do with them.

The LineTrust along with Christchurch based Energy Mad launched the Efficient Light Project in South Canterbury on October 30, as a trial to see whether it would work across the whole country.

Energy Mad director Tom Mackenzie said just getting 13,000 of South Canterbury's 21,000 homes to each replace five high use bulbs with the Ecobulb would save 4mw of peak power, 8 per cent of that used in Timaru alone.

Nationally, if 55 per cent of

homes replaced the five most commonly used bulbs in their homes with Ecobulbs, the saving in peak load electricity would be 270mw, about half of what Meridian Energy's Project Aqua proposal would have produced.

Mr Ramsay said Energy Mad expected to have its survey on energy savings in South Canterbury homes complete in early December.

He said the other data collect-



Rick Ramsay

ed during the South Canterbury trial on distribution methods and pick-up by consumers to discern the best way of rolling it out nationally.

In South Canterbury the bulbs are available through Foodstuff stores Pak'n'Save, Four Square and New World.

Mr Ramsay said that made it possible for the bulbs to be available throughout the whole district rather than just concentrated in the urban areas.

He said people who were waiting for existing light bulbs to blow before replacing them with Ecobulbs were probably working in a false economy and it was far better to take out the existing bulbs and use them in a low use areas when needed.

■ By Helen Pickering
Staff Reporter