

PHILIPS

Philips Takes the Next Unilateral Step of Phasing-out Incandescent bulbs to Help Reduce Energy Consumption in the GCC

Philips Lightings

Royal Philips Electronics (NYSE: PHG, AEX: PHI) announced today the continuation of its independent efforts to phase-out incandescent light bulbs in the Gulf Cooperation Countries (GCC). After Philips' 100-watt and higher phase-out of energy inefficient light bulbs from September 2010, the company will also discontinue and replace the 75-watt incandescent lamps as of January 2012, with energy-efficient alternatives like compact fluorescent lamps (CFLs), energy-saving halogens and LED bulbs.

Philips invented the energy saving light bulb in 1980, and continued to develop energy efficient lighting solutions as a proofpoint of their efforts and commitment to sustainability and the environment.

Lighting accounts for 19% of the world's electricity consumption, where up to 90% of the energy used through an incandescent light bulb is wasted as heat.

However, approximately 80% savings can be made by simply converting from traditional conventional lamps to energy saving ones. In the GCC alone, switching all residential lighting to energy efficient solutions will reduce a tremendous amount of CO2 emissions yearly.

With this switch, consumers will not only preserve the environment but also be able to save on their electricity bills without compromising on the quality of light, instead, creating the perfect ambiance at home.



“Homes are currently dominated by incandescent bulbs, and approximately two third of the world's lighting solutions in use are based on old, less energy efficient technologies”, says Paolo Cervini – General Manager of Philips Lighting Middle East & Turkey. “Making a switch to energy efficient lighting solutions is simple and easy, with a remarkable effect.”

“Philips is aware that significant savings can be made in terms of energy consumption, carbon emission and costs by switching to energy efficient solutions, therefore, we continue our unilateral phase-out of incandescent lamps and simultaneously educate the public through different initiatives on the benefits of the switch”, he adds.

Compact fluorescent energy savers are up to five times more efficient than incandescent lamps, as they need around five times less energy to generate the same amount of light. Philips CFLs lasts an average of eight times longer than incandescent lamps, needing less frequent replacements. For example, the Philips Genie 14W which can be used as an alternative to the incandescent 75-watt light bulb, is an ultra-efficient lamp which saves up to 80% energy and also has a lifetime of 8,000 hours.

Philips considers sustainability to be a driver of growth and an integral part of their DNA with the ambition, as a health and well-being company, to deliver meaningful and sustainable solutions all around the world.

Make a green difference everyday

Philips believes that with a little responsibility, each of us can make an immediate and meaningful difference to our world:



- Keep air conditioners at around 24 degrees centigrade.
- Don't leave the tap running when brushing your teeth, shaving, bathing or washing up.

- Air dry dishes instead of using the dishwasher's drying cycle.
- Maximize dishwasher and washing machine efficiency by doing full loads.

- Check water pipes for leakage.
- Use a swimming pool cover to prevent water loss due to evaporation.
- Carry your own re-useable, eco-friendly bag on shopping trips.



- Use eco-friendly cleaning products.
- Buy reusable water bottles.
- Recycle plastic, glass, paper and old batteries.



- Use home appliances and products with the Energy Star® label.
- Plug home electronics like TVs, DVD players and chargers into power strips and turn off (standby mode still uses several watts of power).

- Turn off your computer, monitor, lights and A/Cs when leaving home or office.
- Enable the 'sleep mode' on your computer- it uses less power when inactive.

- Pay your bills online and replace faxes with emails.
- Print only when necessary, use recycled paper, print on both sides and print in black & white.



- Donate or repair your old electronics.
- Open shades and blinds to take advantage of natural light during the day.



- Replace your old incandescent bulbs with energy saving compact fluorescent lamps to save up to 80% on energy, and live in a greener environment.

- Take the stairs instead of the elevator.



- Use public transport or car pool to reduce carbon emission (1 gallon of fuel= almost 20 pounds of CO₂).