




LIGHT SOURCE COMPARISON

	Total wattage consumed by light source	Running cost of flame effect only per year [†] (assuming 5 hours / 7 days a week)	Percentage cost saving in comparison to standard incandescent	Running cost savings per year if incandescents in all UK electric fires* were replaced	Average lifespan	Mercury content	Key Considerations
 <p>LED</p>	5 Watts	£1.31	87.5% Saving	replacing incandescent with LED £3,295,930	30,000-50,000 hours	None	<ul style="list-style-type: none"> • Low energy consumption • Low carbon emissions as a result of low energy consumption • Instant luminosity • Clean, clear flicker-free light • No mercury content • Robust - shock & temperature resistant • Low heat output • Directional light dispersion
 <p>Energy Saving Bulb (CFL)</p>	11 Watts	£2.87	72.5% Saving	replacing incandescent with CFL £2,732,770	15,000-20,000 hours	3-5mg per bulb	<ul style="list-style-type: none"> • Low energy consumption • Low carbon emissions as a result of low energy consumption • Takes time to reach full luminosity • Flicker-prone • Neurotoxic mercury content - must be disposed of correctly to protect environment • Fragile • Low radiant heat output • All round light dispersion
 <p>Incandescent Bulb</p>	40 Watts	£10.44	n/a	n/a	1000-2000 hours	None	<ul style="list-style-type: none"> • High energy consumption • High carbon emissions as a result of high energy consumption • Instant luminosity • Flicker-prone • No mercury content • Fragile • Wasted, unnecessary heat output • All round light dispersion

[†] As at 05/01/10 based upon N Power standard electricity tariff, postcode NE33 5QZ

* UK electric fire market 361,000 units. Source: MSI Data Report 2006 Fires & Fireplace Market