



inspired



GE energy smart® LED replacement lamps for
RETAIL spaces.



imagination at work



optimized

“I’ve got to make a quick run to the store,” becomes a daylong shopping extravaganza. GE energy smart® LED lighting transforms the way your customers see merchandise – setting the stage for a uniquely engaging experience. The bright white radiance of GE energy smart® LED replacement lamps isn’t just something you see, it’s something you feel.

For your store, shop, or boutique, we have an entire family of GE energy smart® LED replacement lamps that will enhance your environment and create an inspiring, enjoyable, and impressive experience for shoppers, as well as employees.

financially smart

Emotional outcomes are just as real as the savings are tangible. You can expect to see significant energy savings, reduced operating expenses and increased revenue, beginning the moment you swap out inefficient lamps with GE energy smart® LED replacement lamps.





Throughout your retail spaces, light is everywhere. But is it everything it can be in terms of quality and cost effectiveness? With GE energy smart® LED replacement lamps, we believe the answer is yes.



counters and cashiers' desks

When your customers are ready to pay for their purchase or make a return, ensure that the quality of light is as excellent as the quality of your service with GE energy smart® LED replacement lamps for downlight applications.

replacement advantages






Saving Solution	Application #1 	Application #2 	Application #3 	Application #4 
Saving Comparison	Downlight	Downlight	Downlight	Downlight
Existing lamp	Halogen PAR30L 75W (1100 lumens)	Halogen PAR38 100W (1150 CBCP)	Halogen MR16 50W (1500 CBCP)	Halogen PAR20 50W (1500 CBCP)
GE energy smart® LED	GE energy smart® PAR30L 12W (5100 CBCP) (750 lumens)	GE energy smart® PAR 38 20W (1250 lumens)	GE energy smart® MR16 7Wx (1500 CBCP)	GE energy smart® PAR20 7W (2070 CBCP)
Product number	65139	66327	66525	61916
Watts saved per lamp	63	80	43	43
Number of lamps	2	2	2	2
Total watts saved	126	160	86	86



selling floor

Purchasing decisions are solidified here, and GE energy smart® LED replacement lamps help your customers find your merchandise in its best light.

replacement advantages

Saving Solution	Application #1 	Application #2 	Application #3 	Application #4 	Application #5 
Saving Comparison	Downlight	Downlight	Downlight	Downlight	Downlight
Existing lamp	Halogen MR16 50W (1500 CBCP)	Halogen PAR38 100W (1150 CBCP)	Halogen PAR30L 75W (1100 lumens)	Halogen BR30 60W (650 lumens)	Halogen PAR20 50W (1500 CBCP)
GE energy smart® LED	GE energy smart® MR16 7Wx (1500 CBCP)	GE energy smart® PAR 38 20W (3700 CBCP) (1000 lumens)	GE energy smart® PAR30L 12W (5100 CBCP) (750 lumens)	GE energy smart® BR30 12W (750 lumens)	GE energy smart® PAR20 7W (2070 CBCP)
Product number	66525	64289	65139	65390	61916
Watts saved per lamp	43	80	63	48	43
Number of lamps	2	2	2	2	2
Total watts saved	86	160	126	96	86








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shelves and displays

Bring out the best in your merchandise, attract customers, and enhance your store's overall appeal with GE energy smart® LED replacement lamps.

replacement advantages





Saving Solution	Application #1 	Application #2 	Application #3 	Application #4 	Application #5 
Saving Comparison	Downlight	Downlight	Downlight	Downlight	Downlight
Existing lamp	Halogen MR16 50W (1500 CBCP)	Halogen PAR38 100W (1150 CBCP)	Halogen PAR30L 75W (1100 lumens)	Halogen BR30 60W (650 lumens)	Halogen PAR20 50W (1500 CBCP)
GE energy smart® LED	GE energy smart® MR16 7Wx (1500 CBCP)	GE energy smart® retail PAR38 14W (900 lumens)	GE energy smart® retail PAR30L 12W (660 lumens)	GE energy smart® BR30 12W (750 lumens)	GE energy smart® PAR20 7W (2070 CBCP)
Product number	66525	67252	66050	65390	61916
Watts saved per lamp	43	86	63	48	43
Number of lamps	2	2	2	2	2
Total watts saved	86	172	126	96	86



changing rooms

The fitting room experience can make or break a sale. Enhance what your customers see in the mirror with a simple change to the bright white radiance of GE energy smart® LED replacement lamps.

replacement advantages







Saving Solution	Application #1 	Application #2 	Application #3 	Application #4 
Saving Comparison	Downlight	Downlight	Downlight	Vanity
Existing lamp	Halogen MR16 50W (1500 CBCP)	Halogen PAR30L 75W (1100 lumens)	Halogen PAR20 50W (1500 CBCP)	Incandescent G25 25W (1500 hrs)
GE energy smart® LED	GE energy smart® MR16 7Wx (1500 CBCP)	GE energy smart® PAR30L 12W (5100 CBCP)	GE energy smart® PAR20 7W (2070 CBCP)	GE energy smart® G25 2.3W (15,000 hrs)
Product number	66327	65139	61916	63013
Watts saved per lamp	43	63	43	22.7
Number of lamps	2	6	2	2
Total watts saved	86	378	86	45.4



shop window

Bring window shoppers inside by spotlighting featured products with the enticing bright white radiance of GE energy smart® LED replacement lamps in downlight applications.

replacement advantages

Saving Solution	Application #1 	Application #2 	Application #3 	Application #4 	Application #5 	Application #6 
Saving Comparison	Downlight	Downlight	Downlight	Downlight	Downlight	Downlight
Existing lamp	Halogen PAR38 100W (1150 CBCP)	Halogen MR16 50W (1500 CBCP)	Halogen PAR30L 75W (1100 lumens)	Halogen PAR20 50W (1500 CBCP)	Halogen PAR38 100W (1150 CBCP)	Halogen PAR30L 75W (1100 lumens)
GE energy smart® LED	GE energy smart® PAR38 20W (5500 CBCP)	GE energy smart® MR16 7Wx (1500 CBCP)	GE energy smart® PAR30L 12W (5100 CBCP)	GE energy smart® PAR20 7W (2070 CBCP)	GE energy smart® retail PAR38 14W (900 lumens)	GE energy smart® retail PAR30L 12W (660 lumens)
Product number	66327	66525	65139	61916	67252	66050
Watts saved per lamp	80	43	63	43	86	63
Number of lamps	2	2	2	2	2	2
Total watts saved	160	86	126	86	172	126



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GE energy smart® LED replacement lamps

Decorative Lamps (High Efficiency)

BULB SHAPE	BASE TYPE	WATTS	ORDER CODE	DESCRIPTION	VOLTS	CASE QTY*	MOL (IN)	LUMENS INTIAL	CBCP	INITIAL COLOR TEMP	CRI	+RATED LIFE (YRS) 3HRS/DAY	*RATED LIFE L70(HRS)	ESTIMATED ENERGY COST/YR	ENERGY STAR® STATUS	ADDITIONAL INFORMATION
Globes																
G16.5	MED	1.8	62992	LED2G16M-W/ES/TP	120	3	3.2	75		3000	80	13.7	15,000	\$0.22	★	White
			62993	LED2G16M-C/ES/TP	120	3	3.2	75		3000	80	13.7	15,000	\$0.22	★	Clear
	CAND	1.8	62990	LED2G16C-W/ES/TP	120	3	3	75		3000	80	13.7	15,000	\$0.22	★	White
			62991	LED2G16C-C/ES/TP	120	3	3	75		3000	80	13.7	15,000	\$0.22	★	Clear
G25	MED	2.3	63013	LED2G25M-W/ES/TP	120	3	4.3	95		3000	80	13.7	15,000	\$0.28	★	White
			63014	LED2G25M-C/ES/TP	120	3	4.3	95		3000	80	13.7	15,000	\$0.28	★	Clear

Decorative Lamps

BULB SHAPE	BASE TYPE	WATTS	ORDER CODE	DESCRIPTION	VOLTS	CASE QTY*	MOL (IN)	LUMENS INTIAL	CBCP	INITIAL COLOR TEMP	CRI	+RATED LIFE (YRS) 3HRS/DAY	*RATED LIFE L70(HRS)	ESTIMATED ENERGY COST/YR	ENERGY STAR® STATUS	ADDITIONAL INFORMATION
Globes																
G16.5	MED	2	76451	LED2G16M/W/TP	120	3	3.2	60		2900	82	11.0	12,000	\$0.24		White
			76452	LED2G16M/C/TP	120	3	3.2	60		2900	82	11.0	12,000	\$0.24		Clear
	CAND	2	76449	LED2G16C/W/TP	120	3	3	60		2900	82	11.0	12,000	\$0.24		White
			76450	LED2G16C/C/TP	120	3	3	60		2900	82	11.0	12,000	\$0.24		Clear
G25	MED	2.8	76464	LED2G25M/W/TP	120	3	4.3	80		2900	82	11.0	12,000	\$0.34		White
			78824	LED2G25M/W/TP	120	6	4.3	80		2900	82	11.0	12,000	\$0.34		White
			76465	LED2G25M/C/TP	120	3	4.3	80		2900	82	11.0	12,000	\$0.34		Clear
			78825	LED2G25M/CLR	120	6	4.3	80		2900	82	11.0	12,000	\$0.34		Clear

Reflector Lamps (Dimming)

BULB SHAPE	BASE TYPE	WATTS	ORDER CODE	DESCRIPTION	VOLTS	CASE QTY*	MOL (IN)	LUMENS INTIAL	CBCP	INITIAL COLOR TEMP	CRI	+RATED LIFE (YRS) 3HRS/DAY	*RATED LIFE L70(HRS)	ESTIMATED ENERGY COST/YR	ENERGY STAR® STATUS	ADDITIONAL INFORMATION
BR30																
BR30	MED	12	65389	LED12DBR30/827	120	6	5.37	750		2700	83	22.8	25,000	\$1.45	★	Frosted, Silver
			65388	LED12DBR30/827	120	3	5.37	750		2700	83	22.8	25,000	\$1.45	★	Frosted, Silver
			65390	LED12DBR30/830	120	6	5.37	750		3000	83	22.8	25,000	\$1.45	★	Frosted, Silver

Directional Lamps (Dimming)

BULB SHAPE	BASE TYPE	WATTS	ORDER CODE	DESCRIPTION	VOLTS	CASE QTY*	MOL (IN)	LUMENS INTIAL	CBCP	INITIAL COLOR TEMP	CRI	+RATED LIFE (YRS) 3HRS/DAY	*RATED LIFE L70(HRS)	ESTIMATED ENERGY COST/YR	ENERGY STAR® STATUS	ADDITIONAL INFORMATION
12 Volt AC/DC MR16																
Note: 35-watt Halogen replacements (based on ENERGY STAR® requirements for center beam candlepower)																
MR16	GU5.3	7	67843	LED7DMR16/840/15	12	6	1.88	430	4000	4000	80	22.8	25,000	\$0.84		Accent, 15° beam, Silver
			67844	LED7DMR16/840/25	12	6	1.88	430	2100	4000	80	22.8	25,000	\$0.84		Accent, 25° beam, Silver
			67845	LED7DMR16/840/35	12	6	1.88	430	1200	4000	80	22.8	25,000	\$0.84		Accent, 35° beam, Silver
			66127	LED7DMR16/830/15	12	6	1.88	390	3700	3000	80	22.8	25,000	\$0.84	★	Accent, 15° beam, Silver
			66128	LED7DMR16/830/25	12	6	1.88	390	1900	3000	80	22.8	25,000	\$0.84	★	Accent, 25° beam, Silver
			66126	LED7DMR16/NFL/TP	12	3	1.88	390	1900	3000	80	22.8	25,000	\$0.84	★	Accent, 25° beam, Silver
			66129	LED7DMR16/830/35	12	6	1.88	390	1100	3000	80	22.8	25,000	\$0.84	★	Accent, 35° beam, Silver
			66130	LED7DMR16/827/15	12	6	1.88	370	3700	2700	80	22.8	25,000	\$0.84	★	Accent, 15° beam, Silver
			66131	LED7DMR16/827/25	12	6	1.88	370	1900	2700	80	22.8	25,000	\$0.84	★	Accent, 25° beam, Silver
			66132	LED7DMR16/827/35	12	6	1.88	370	1100	2700	80	22.8	25,000	\$0.84	★	Accent, 35° beam, Silver
Note: 50-watt Halogen replacements (based on ENERGY STAR® requirements for center beam candlepower)																
66524	LED7XDMR16830/25	12	6	1.88	460	2500	3000	80	22.8	25,000	\$0.84	★	Accent, 25° beam, Silver			
66525	LED7XDMR16830/35	12	6	1.88	460	1500	3000	80	22.8	25,000	\$0.84	★	Accent, 35° beam, Silver			
66526	LED7XDMR16827/25	12	6	1.88	440	2400	1700	80	22.8	25,000	\$0.84	★	Accent, 25° beam, Silver			
66527	LED7XDMR16827/35	12	6	1.88	440	1400	2700	80	22.8	25,000	\$0.84	★	Accent, 35° beam, Silver			

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* The life rating is based on the hours of operation the lamp will provide before reaching 70% of its original rating (L70)

** Minimum order quantity = 6

★ ENERGY STAR® qualified

^ Estimated energy cost per year based on \$0.11 per Kwh energy rate and 3 operating hours per day.

Notes: Product descriptions ending in /TP* indicate a carded blister or clamshell package nested in a tray for shelf display. Cards also designed for hood display.

Get more information at
GELighting.com/ThinkLED

Inspire shoppers like never before – the moment you turn on a GE energy smart® LED replacement lamp.

Light influences people's emotions, how they view their space and their world, and how they start and end their day. GE understands this and wants to help transform your retail location, while ensuring your upfront investment is paid back as quickly as possible.

If you're inspired to enhance your retail space—with substantial savings—call your GE Lighting representative.

To experience what we've done for our existing customers, see case studies, or request a free lighting audit, visit gelighting.com/ThinkLED

ecomaginationSM



imagination at work



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