

# light bulb moments

## Choosing the Right Color Temperature

If you're selecting light bulbs for your business or home, it's important to know what you're getting – especially when it comes to the bulb's **color temperature**.

Color temperature is the term used to describe the appearance of the light a bulb gives off. Measured in Kelvins, color temperatures range from Warm White (a soft yellowish glow), to Daylight (a brighter, bluer light).

Kelvins are used as the unit of measurement because the brightness of a bulb correlates to the glow of a heated piece of metal, which changes color as it heats – first a reddish-orange, then turning yellow, white, and eventually blue. With LED lamps, the higher the color temperature (in Kelvins), the brighter the bulb.

The table below is a great resource for selecting a color temperature for any application, whether you need lighting for your home office, garage, or exterior security. Check it out, and visit [thelightbulbco.com/resources](http://www.thelightbulbco.com/resources) to learn more.



LIGHT APPEARANCE	Warm White	Cool White	Daylight
COLOR TEMPERATURE (KELVEN)	2700K to 3000K	4000K	5000K to 6500K
AMBIENCE	Cozy, Calm, Inviting, Intimate	Bright, Vibrant	Crisp, Invigorating
BEST FOR	<ul style="list-style-type: none"> <li>• Living Room</li> <li>• Kitchen</li> <li>• Bedrooms</li> <li>• Bathrooms</li> <li>• Restaurant</li> <li>• Ambient Lighting</li> <li>• Decorative Outdoor Lighting</li> </ul>	<ul style="list-style-type: none"> <li>• Basements</li> <li>• Garages</li> <li>• Work Environments</li> <li>• Task Lighting</li> <li>• Bathrooms</li> <li>• Offices</li> </ul>	<ul style="list-style-type: none"> <li>• Display Areas</li> <li>• Retail</li> <li>• Security Lighting</li> <li>• Exterior Lighting</li> <li>• Task Lighting</li> <li>• Warehouse Lighting</li> <li>• Garages / Body Shops</li> </ul>

Source: <http://www.westinghouselighting.com/color-temperature.aspx>

Want to know more? Check out our new video series:  
[www.thelightbulbco.com/resources](http://www.thelightbulbco.com/resources)



## Now Available at The Light Bulb Co: SnapPower

If you've ever found yourself frustrated with bulky nightlights or phone charging adapters, SnapPower products are for you! We now carry a variety of SnapPower products in our Grand Rapids showroom, including outlet covers that double as guide lights, nightlights, and USB ports; a light switch cover with embedded nightlight; and charging cables for iPhone and Android. SnapPower products help free up your outlets, and are safer and more durable than traditional nightlights. Even better, they're easy to install – you simply remove the old plate and attach the new, with no need for rewiring. Call us or visit the showroom to learn more.



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### The Light Bulb Co.

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## Now Trending: Designer Light Bulbs

Are you building a new home, office, or commercial space? Or looking for a unique way to change things up in your existing space?

Designer bulbs are a new take on lighting that can give you a much-needed room refresh.

Also known as Edison bulbs, designer bulbs have a warm glow that is perfect for filling smaller spaces or making a large space feel cozy. They have a part-vintage, part-industrial look, and come in many different shapes and styles to add personality to any kind of room. Plus, with LED options available, these are a great way to add flair and still save on energy costs – form and function.

### How to use designer bulbs

To highlight their unique look, pair designer bulbs with metal, glass, and/or wood fixtures that leave the bulb exposed. You can use several Edison bulbs in a chandelier to light a larger space (like a great room or dining area), or dangle a single bulb over a table or desk. They're not just for overhead lighting, though; designer bulbs can be used to create unique wall sconces and desktop lamps.

Some designer bulbs are safe for outdoor use, too, so consider them for lighting a patio or outdoor living space.

For Edison bulb inspiration, check out websites like Pinterest. There are countless ideas for using designer bulbs in all types of lighting applications.

