

Becoming the first US home furnishing retailer to sell only LED bulbs and lamps, IKEA sheds new light on home sustainability practices with a bold move to go 100% LED by 2016.

Supporting the LED light revolution, IKEA will be converting its full lighting range to LED by 2016, meaning IKEA will sell only LED bulbs and LED lamps to enable millions of people to live a more sustainable life at home and save money on their energy bills.

IKEA will be selling the LED bulbs at the lowest price on the market, thus making it affordable for the many people. LED lighting consumes 85% less energy than incandescent bulbs and can last up to 20 times longer— dramatically reducing household electricity bills. Additionally, IKEA is changing more than one million light sources inside all IKEA stores to LED for more energy-efficient lighting.

Sustainability is a cornerstone of IKEA, which takes continuous steps to make its business more sustainable and, at the same time, makes it easier for customers to live a more sustainable life at home.

“LED is a light revolution. With household electricity bills continuing to rise rapidly and global energy consumption increasing, a small LED bulb can have a very big impact. It uses much less energy than a traditional bulb and brings a lot of home furnishing potential to the home. Building on our belief that everyone should be able to afford to live more sustainably at home, we will make sure our LED prices are the lowest on the market,” says Steve Howard, Chief Sustainability Officer, IKEA Group.

“WWF is aiming for a 100% renewable energy future. In order to move away from our dependency on fossil fuels, we need to take advantage of all opportunities. Almost 20% of global electricity consumption comes from lighting, so shifting lighting to LED technology is a cost-effective way to get change at scale. IKEA converting its lighting range to LED will have a real impact in reducing energy use in many households,” says Samantha Smith, leader of the WWF's Global Climate and Energy Initiative.

This LED initiative follows past IKEA US leadership actions such as the phase out of plastic bags in 2007 and incandescent bulbs in 2010.

“We are committed to enabling our co-workers and customers to live a more sustainable life at home. And changing to LED lights is a smart and cost effective way to be sustainable in our everyday lives. IKEA supports this to such a degree that we recently gave LED lights to every one of the 130,000 IKEA co-workers across the globe,” comments Mike Ward, IKEA US President.

