



Not All Efficient Lighting is Created Equal: Communicating ENERGY STAR® Benefits to Consumers

ENERGY STAR Products Partner Meeting 2014

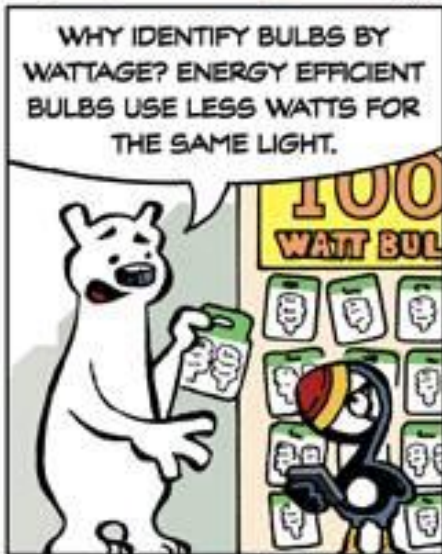
Arizona

October 29, 2014

What on Earth?

New every Friday – and some other days too!

by Wagner



LUMENS MAKE MORE SENSE. THEY MEASURE LIGHT'S BRIGHTNESS.



YOU ECO-NUTS WANT TO CHANGE EVERYTHING. **I HATE CHANGE!**



www.sciencefriday.com/blog/

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Consumers are Confused!

- ❖ Confusion over new lighting technologies/terminology
 - Color temperature (i.e. “I can’t get the light I want from an efficient light bulb.”)
 - Lumens v. Watts
 - Safety



And Reacting to EISA

- Hoarding
 - 30% of consumers said they would hoard lamps (up from 16% in 2012 OSRAM Sylvania Socket Survey)
- Bin Jumping
 - 30% of consumers indicated they would bin jump, or move to an alternate incandescent lamp





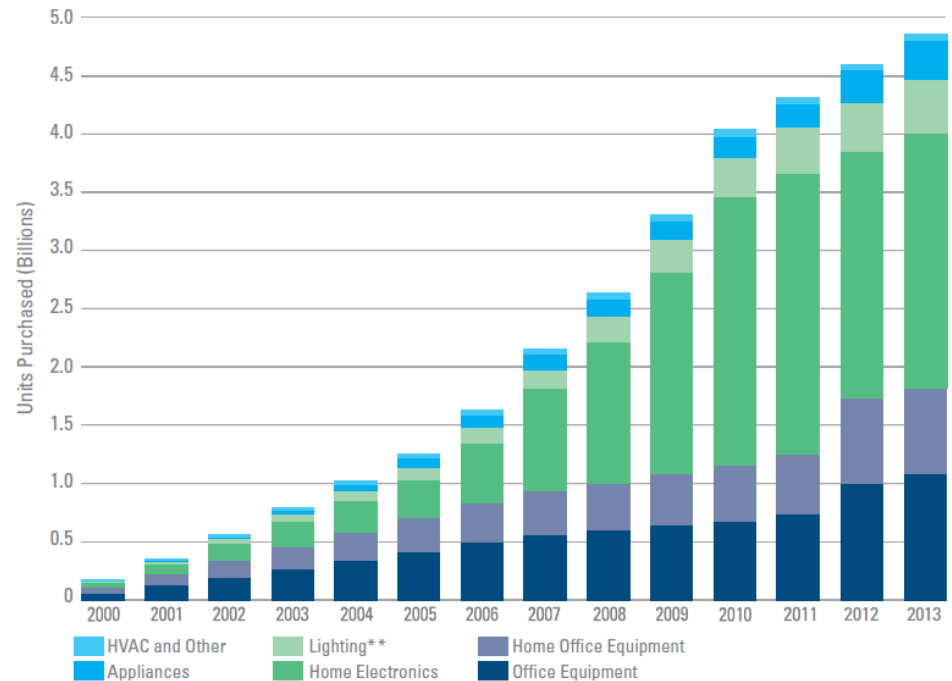
The Opportunity is Now

- Ensuring a **positive experience** is critical for advancing new energy efficient technologies
- Nearly **70% of sockets** in the U.S. still contain an inefficient bulb
- ENERGY STAR certified LED light bulbs can help fill these sockets
 - High-quality efficient lighting technology
 - Works well in a variety of applications
- LED technology presents an **exciting new opportunity** for reducing energy in homes
 - The average U.S. home still spends more per year lighting their home than operating their refrigerator, dishwasher and laundry combined!



ENERGY STAR Value

- More than **85%** of American households recognize the ENERGY STAR label
- Of households who purchased an ENERGY STAR qualifying product, **70%** reported the label as influential to their purchasing decision
- *Bottom line:*
More than **4.8 billion** product sold in the 20 years since ENERGY STAR's inception



* Program began in 1992.

** Lighting category does not include purchases of light bulbs.



Quality Matters

“I needed 4 LED 60 watt bulbs, ENERGY STAR certified, and did not want to pay the higher individual price. This package had everything I wanted. Bulbs arrived in perfect shape and are now in use around my house. For the Southern California area I'm enjoying a very low power bill thanks to using LED lights. I expect them to last a long time.”

“I can hardly believe these are not 120W incandescent. These lamps really perform. The light distribution is wide and the color is bright warm white from the second you turn them on. I highly recommend - without reservation.”

“I've purchased several LED bulbs and these are the best. I replaced all the incandescent bulbs in my dining room with these and my spouse didn't even notice. The color is the best of the LEDs I've purchased. They come on instantly and at full strength.”



The Strength of the ENERGY STAR Certification

- The ENERGY STAR Lamps specification was designed to ensure quality and integrity:
 - Minimum warranty requirement
 - 2 years for lamps with lifetime less than 15,000 hours
 - 3 years for lamps with lifetime greater than 15,000 hours
 - 6 different requirements for color to ensure quality up front & over time
 - Light distribution requirements
 - Size and shape requirements
 - Long term high heat testing & rapid cycling
- ENERGY STAR third-party **certification and verification testing** help confirm **delivery on performance**



Core Messages

- Even with all the new choices, it's still simple:
 - Look for the **ENERGY STAR**
 - ENERGY STAR means high quality and performance
 - Products with the label have undergone extensive testing to make sure they save energy and perform properly



New ENERGY STAR Resources

Lighting Made Easy Graphic

- Compact graphic that highlights key value of ENERGY STAR bulbs for consumers
 - Good alternative to consumer factsheet when there are space constraints
 - Can be used across all vehicles (in-store, online, etc.)

A blue graphic with a white star and the word "Energy" in a script font. Below the star is a white box with the text "LEARN MORE AT energystar.gov". To the right of the star is the text "Lighting Made Easy Just Look for the ENERGY STAR®" followed by three bullet points.

Lighting Made Easy
Just Look for the ENERGY STAR®

- ★ Independently certified to meet strict energy-efficiency and performance criteria
- ★ Same brightness (lumens), 70-90% less energy (watts)
- ★ Last up to 25 times longer = up to \$80 in energy savings
- ★ Help protect the environment and prevent climate change

New ENERGY STAR Resources

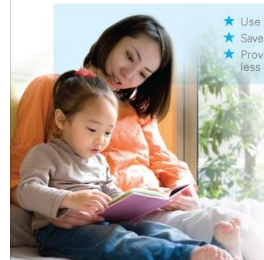
Lighting Made Easy Fact Sheet

- Designed to help consumers navigate a light bulb purchase decision and identify the ENERGY STAR certified option that meets their needs
 - Can be used across all vehicles (in-store, online, etc.)



LIGHTING MADE EASY Just Look for the ENERGY STAR®

Only bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.



- ★ Use 75% less energy than incandescent bulbs
- ★ Save you \$40 to \$135 in energy bills
- ★ Provide the same brightness (lumens) with less energy (watts)
- ★ Last 10 to 25 times longer than incandescent bulbs
- ★ Help protect the environment and prevent climate change

	BULB TYPES				
TABLE OR FLOOR LAMPS					
PENDANT FIXTURES					
CEILING FIXTURES					
CEILING FANS					
WALL SCONCES					
RECESSED CANS					
ACCENT LIGHTING					

ENERGY STAR certified CFL and LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, table lamps, and more. You can even find certified bulbs that are dimmable. Use this chart as a guide to finding the right ENERGY STAR certified bulb for your light fixture and remember to always check the packaging for proper use.

BRIGHTNESS

For brightness, look for lumens, not watts. Lumens indicate light output. Watts indicate energy consumed. ENERGY STAR certified bulbs provide the same brightness (lumens) with less energy (watts). Use this chart to determine how many lumens you need to match the brightness of your old incandescent bulbs.

Old Incandescent Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

COLOR/APPEARANCE

ENERGY STAR certified bulbs are available in a wide range of colors. Light color, or appearance, matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

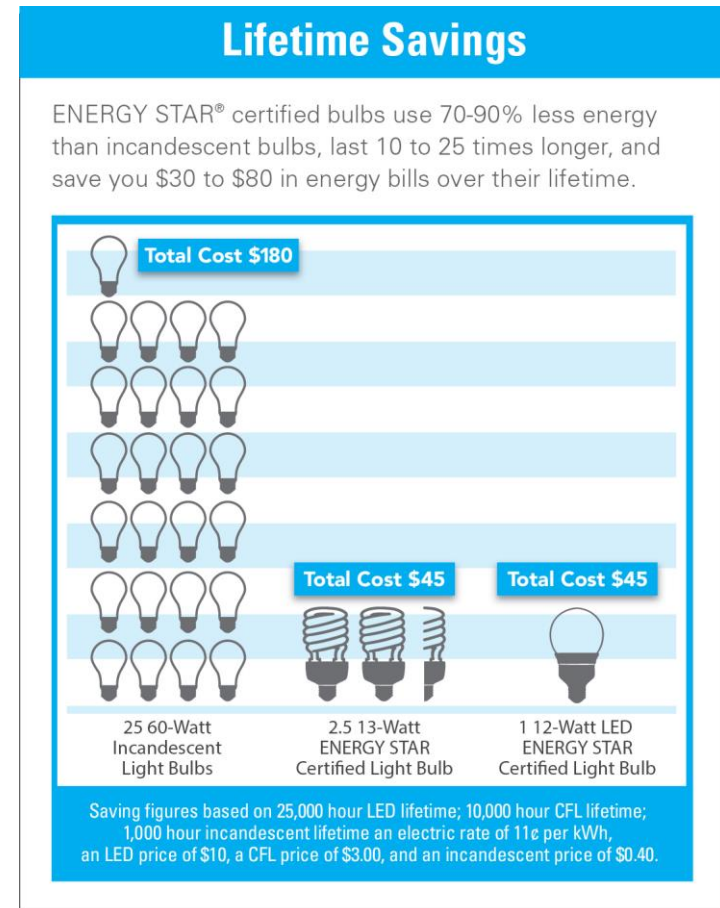


Visit energystar.gov/lighting for more information.

New ENERGY STAR Resources

Lifetime Savings Graphic

- Building block for custom designed materials or webpages
 - Depicts dramatic savings offered by ENERGY STAR certified light bulbs





New ENERGY STAR Resources

Lighting Facts Label Graphic

- Helps customers understand the information conveyed in the FTC label

Lighting Facts Label

All common light bulb packaging now carries a Lighting Facts label, required by the FTC, showing important lighting information. Bulbs that are ENERGY STAR® certified, will display the ENERGY STAR in the Lighting Facts label.

Other details listed include:

- **Brightness:** Lumens measure the amount of light produced. Watts measure the amount of energy consumed. ENERGY STAR certified bulbs provide more lumens for fewer watts.
- **Estimated Yearly Energy Cost:** ENERGY STAR certified bulbs use less energy so cost less to operate than standard incandescent bulbs.
- **Life:** ENERGY STAR certified bulbs last 10 to 25 times longer than standard incandescent bulbs.
- **Light Appearance:** Warm is more yellow. Cool is more blue.
- **Energy Used:** ENERGY STAR certified bulbs always use fewer watts than standard bulbs.

Lighting Facts Per Bulb

Brightness	870 lumens
Estimated Yearly Energy Cost	\$1.57
Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use	
Life	5.5 years
Based on 3 hrs/day	
Light Appearance	
Warm	Cool
2700 K	
Energy Used	13 watts

On the front of lighting packaging you'll also find a label that quickly shows bulb brightness in lumens alongside the bulb's estimated yearly energy cost. Your savings from ENERGY STAR certified bulbs can add up fast when you consider all the bulbs in your home.

Brightness	Estimated Energy Cost
870 lumens	\$1.57 per year

New ENERGY STAR Resources

ENERGY STAR Lighting Website:

www.energystar.gov/lighting

- A central resource for information on the ENERGY STAR lighting program
- Additional resources available at www.energystar.gov/lightingresources

The screenshot displays the ENERGY STAR Lighting website interface. At the top, there are navigation links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. A search bar and social media icons are also present. The main content area is titled 'Lighting' and includes 'ENERGY STAR Tools and Tips for Home Lighting' with bullet points for 'Read', 'Watch', 'Listen', and 'Engage'. Below this is a 'Get the Facts' section with an image of hands holding light bulbs and text explaining the benefits of LED bulbs. A table titled 'How to Choose: The ABC's of Efficient Lighting' lists 'Appearance', 'Brightness', and 'Cost'. The 'Light Distribution' section features an image of a lamp and text about LED bulb placement. The 'Light color or appearance' section includes an image of various light bulbs and text about choosing the right color and appearance. The 'Enclosed Fixtures' section has an image of a light fixture and text about selecting compatible bulbs. The 'Dimmer Switches' section shows a dimmer switch and text about ensuring compatibility. The 'Recessed lighting' section features an image of a recessed light fixture and text about choosing the right fixture. The 'Three-way bulbs' section shows a three-way bulb and text about selecting the right bulb. The 'Lighting controls' section includes an image of a lighting control device and text about ensuring compatibility. On the right side, there are sections for 'Resources', 'Related Products', and 'Related Sites'. The 'Resources' section lists various guides and calculators. The 'Related Products' section lists decorative light strings, fans, ceiling fans, ventilation fans, light bulbs, and light fixtures. The 'Related Sites' section lists 'Learn more about CFLs', 'Learn more about LED lighting', 'Further info', and 'Facts about Lighting'. The 'Resources' section also includes 'Ask the Expert: How to Choose a Light Bulb', 'Get the Facts: Light the new light bulb migration', 'Purchasing guide', 'Savings calculator', 'Special Offers', and 'The state of ENERGY STAR certified lighting'. The 'Related Products' section includes 'Decorative Light Strings', 'Fans, Ceiling', 'Fans, Ventilation', 'Light Bulbs', and 'Light Fixtures'. The 'Related Sites' section includes 'Learn more about CFLs', 'DOE Energy Savers: Lighting Choices', and 'Search for Energy-Saving Bulbs: LIGHT BULB PINDER Mobile App'. There are also links for 'Light Bulb Pinder Mobile App', '20th Anniversary Home Energy Audit', 'Choose a Light Guide', and 'Learn more tips for how to get the most out of your bulbs'.

ENERGY STAR LED Bulb Challenge

- ❖ Sold **20 million ENERGY STAR certified** LED bulbs
- ❖ **Increased the visibility of ENERGY STAR certified** LED light bulbs in-store and online through stocking, labeling, educational messaging and special promotion
- ❖ **Raised consumer awareness** about the benefits of ENERGY STAR certified lighting solutions including quality, financial savings, environmental benefits and long life
- ❖ **Positioned ENERGY STAR** as a trusted resource for information and helping to drive greater consistency in messaging

ENERGY STAR LED BULB CHALLENGE

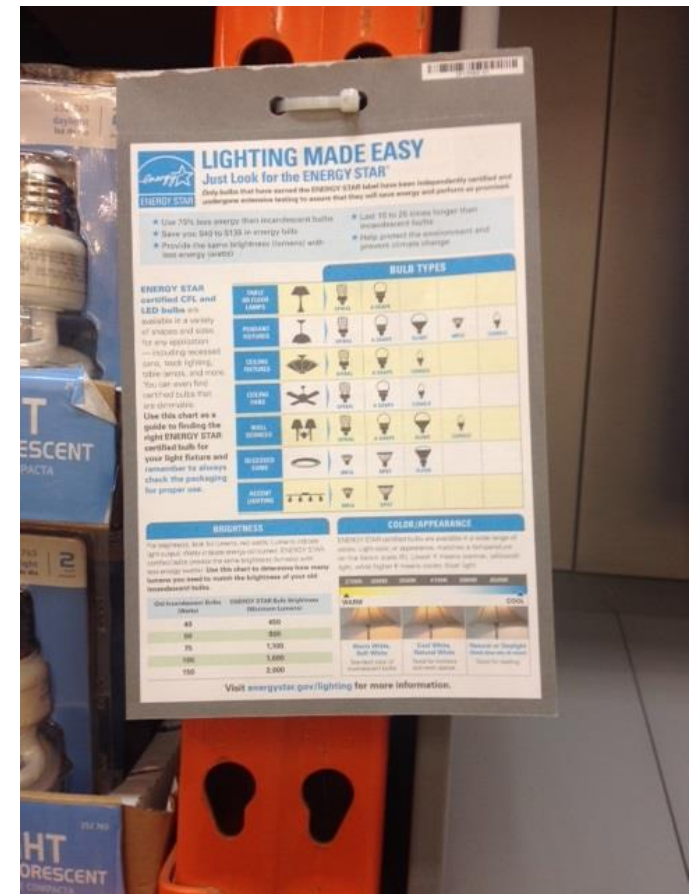
Congratulations
to our partners
who met the
challenge.



Find ENERGY STAR certified LED bulbs at the following:

*Ace Hardware, Best Buy, Costco, Bulbs.com,
Lowe's & The Home Depot*

Partner Collaboration



Partner Collaboration



New Promotions

- This Fall, EPA launched a new LED bulb promotion, featuring exciting new social media tools
- Check out our **three quirky, irreverent new video vignettes** that highlight the benefits of ENERGY STAR certified LED bulbs.
- Facebook tab





Thank You!

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www.energystar.gov/lighting

www.energystar.gov/lightingresources

