



Helping You Sell Lighting Efficiency Better

October 2015

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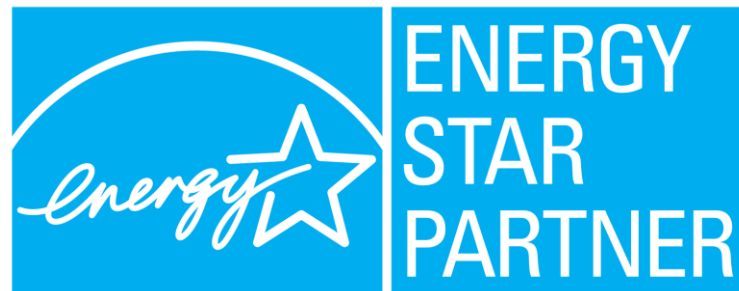
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Agenda

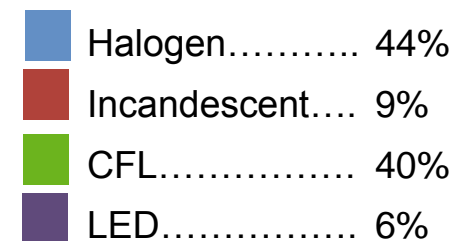
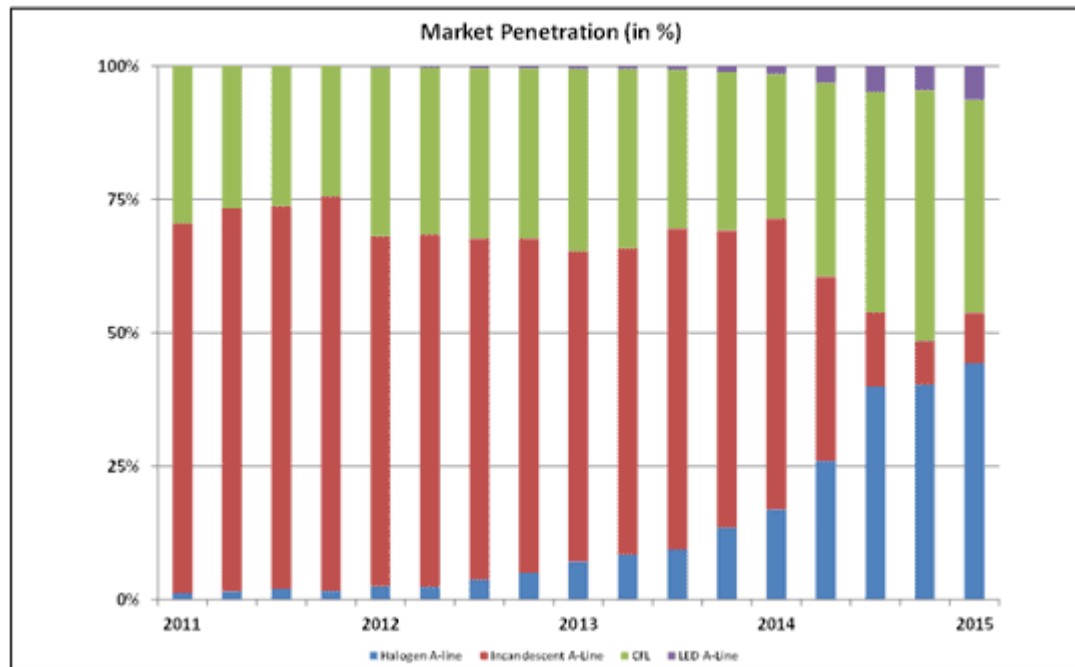
- The market for efficient lighting
- The role of ENERGY STAR
- EPA resources for marketing efficient lighting
- Discussion: How can EPA best support partners in marketing ENERGY STAR lighting products





Inefficient A-Line Bulbs Still Hold Majority

Shipment Market Share by Lighting Technology



- Despite quarterly decline, halogen A-line still secures top position
- LED A-lines steadily increasing

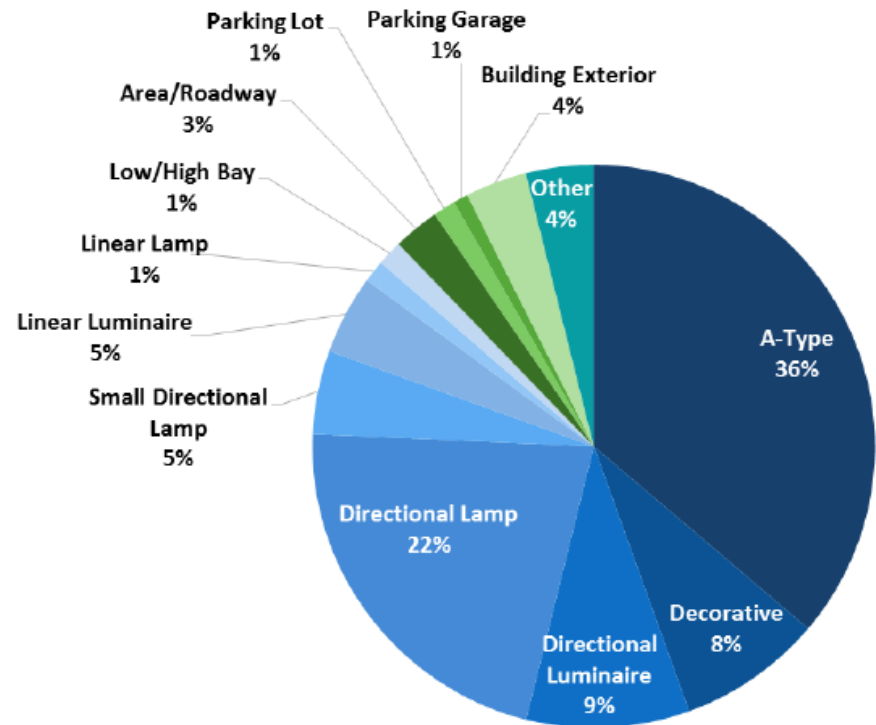


LED Lighting Installations

- In 2014 EPA estimates
 - 15% of light bulbs shipped were ENERGY STAR certified
 - 64% of CFLs shipped were ENERGY STAR certified
 - 75% of LED bulbs shipped were ENERGY STAR certified

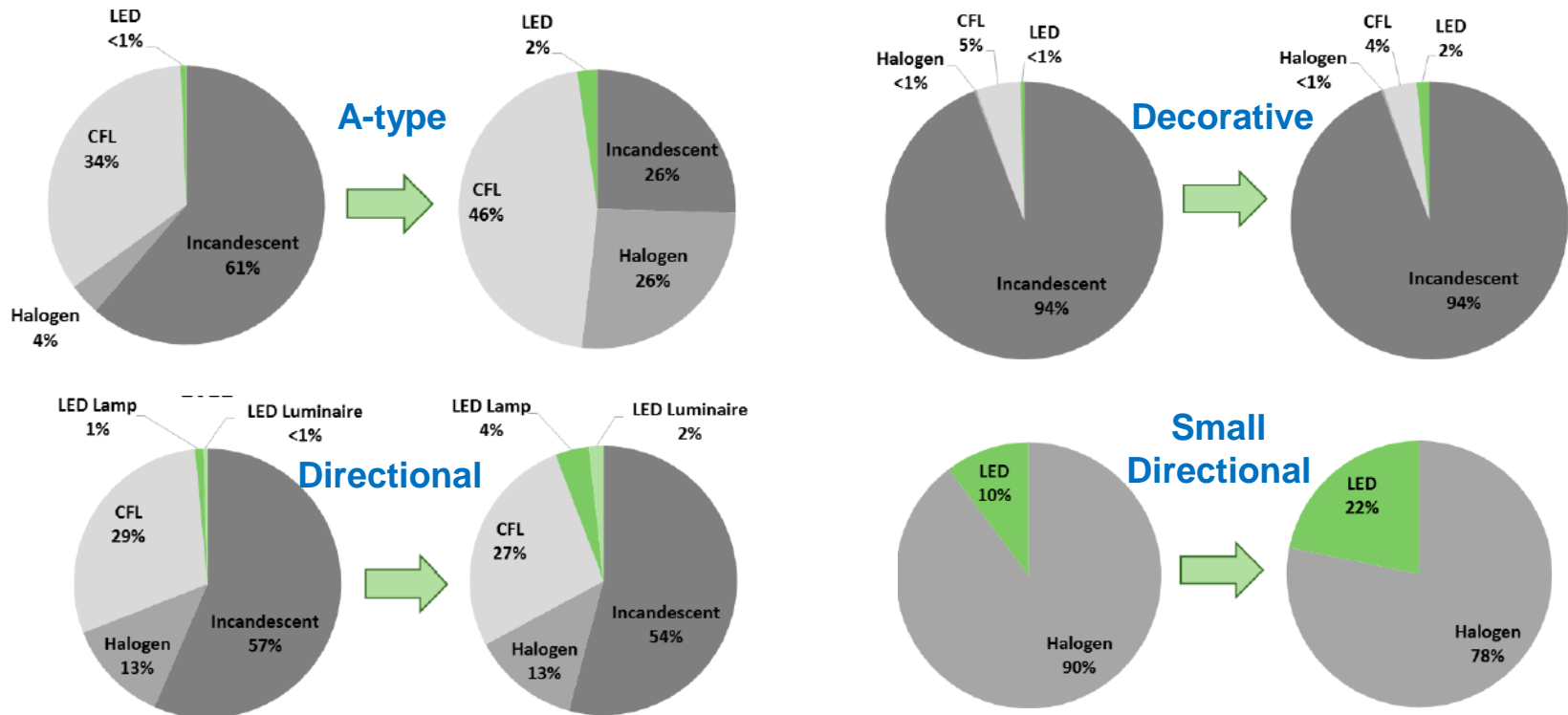
- From 2012 to 2014, the units of LED lighting installed in the U.S. increased four-fold to 215 million

Total 2014 LED Units Installed by Application



LED Market Penetration is Still Low

Overall market adoption by lighting technology. Comparison: 2012 to 2014



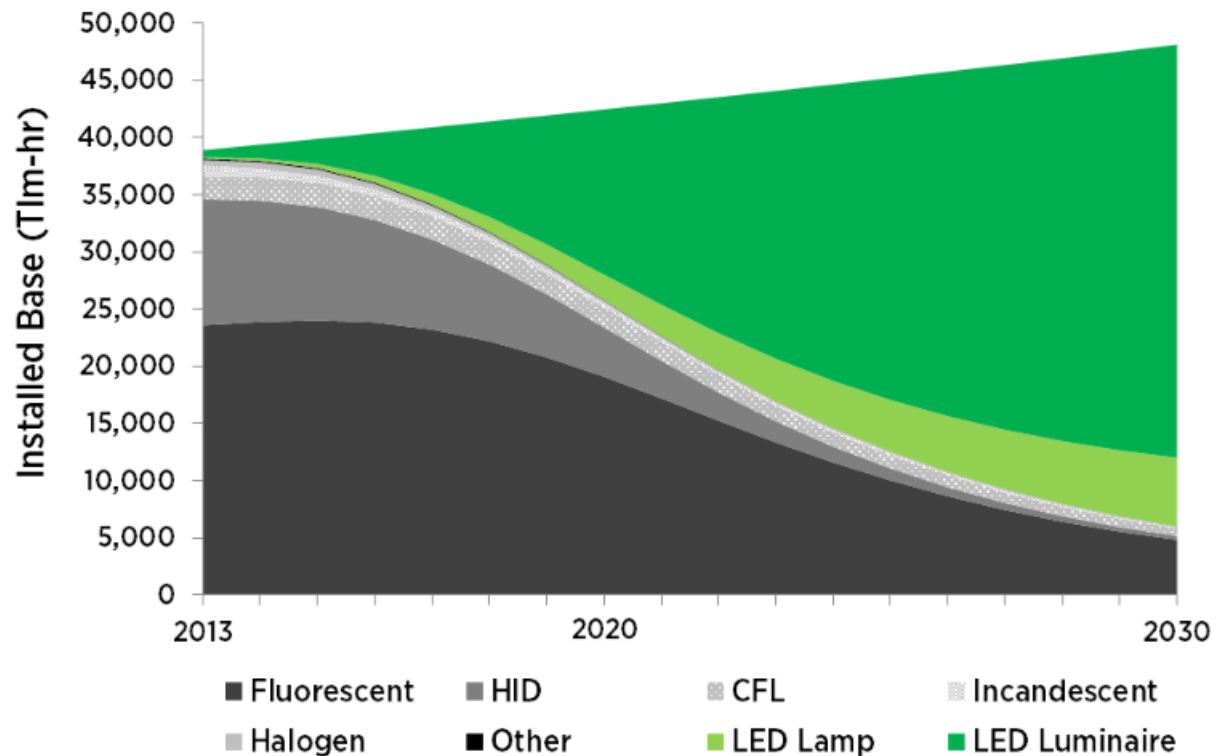
- LED market penetration by bulb type: 2% A-type, 2% decorative, 6% directional, and 22% small directional (eg. MR -16)



LED Lighting Forecasted to Grow Dramatically

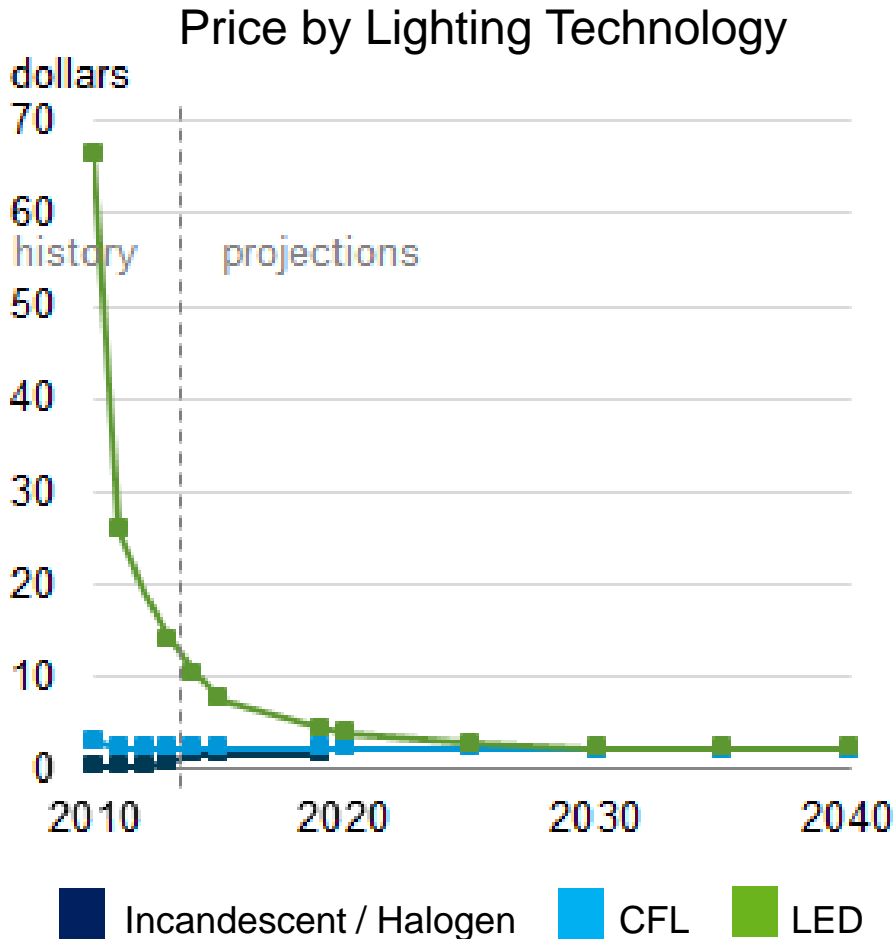
- By 2020, LED lighting could account for approximately 40% of installed base (measured in lumen-hours)
- By 2030, LED lighting is forecasted to represent 84% of all lighting sales

Installed base forecast by lighting technology



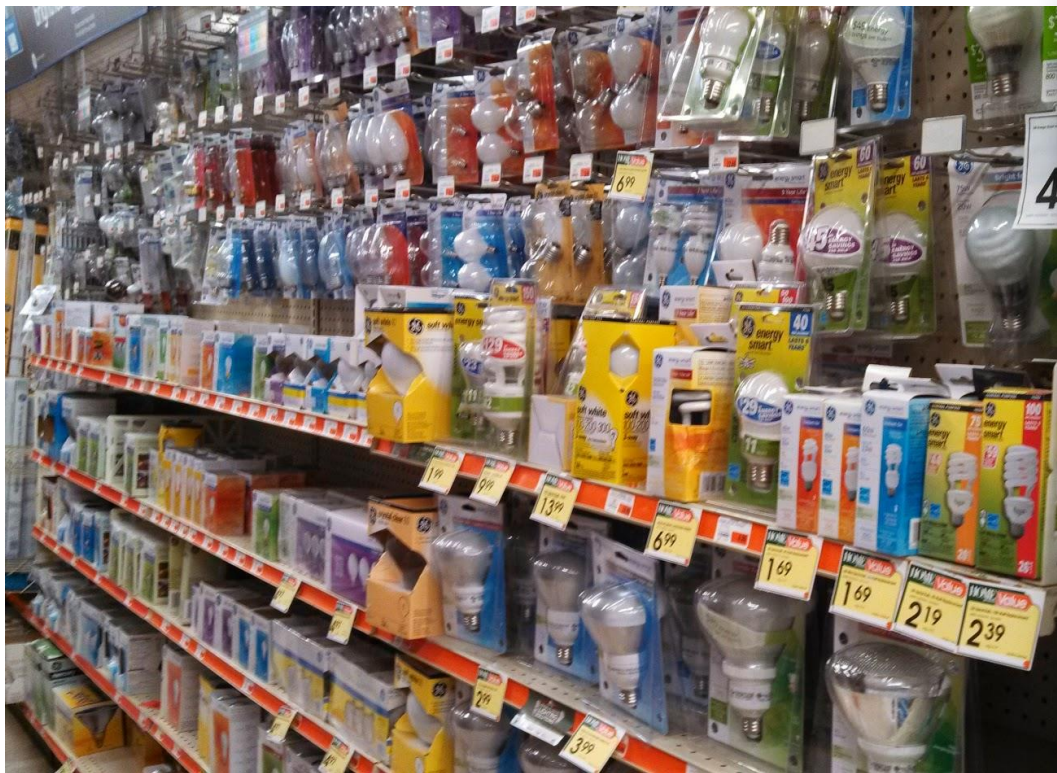


The Price of LED Bulbs is Decreasing Rapidly



- LED A-type averages \$13/klm by end of 2014, a 50% reduction from \$27/klm (klm = kilo lumen)
- Big box retailers A-type close to \$11/klm – 5x that of halogen (\$2/klm) and non-dimmable CFL replacements (\$2.50/klm)
- LED lighting market is anticipated to grow 45% per year, from \$13.6 billion in 2014 and anticipated to reach \$63.1 billion by 2020.

Lighting Customers are Overwhelmed by Choice and a Rapidly Changing Lighting Aisle





Why ENERGY STAR Matters

- **Independent certification.** Products are certified by accredited third-parties based on testing in labs recognized by EPA.
- **Market surveillance.** Products are subject to random “off-the-shelf” testing every year.
- **Rigorous testing.** Products are tested and evaluated against more than 20 requirements to deliver on consumer expectation.
- **Light where you want it.** ENERGY STAR LED lighting products must demonstrate that they deliver light the way consumers expect them to. E.g. light in all directions, vs the limited range common with non-certified bulbs.
- **Lasting performance.** LED lighting can fade dramatically, degrade, or turn green if not properly designed. Products that have earned the ENERGY STAR
 - Are subject to 6 different requirements for color, to ensure good light color up front and over time
 - undergo thousands of hours of testing to support those long life claims of 20+ years.
 - undergo stress tests in operating environments similar to how you use the product
 - carry a minimum 3-year warranty.

For example:

- **Minimum light output requirements** to ensure you get as much light as the package claims for wattage equivalency.
- **Dimability.** Products indicate whether they are dimmable or not on the front of the package. Those that are, dim to at least 20% & provide info on dimmer compatibility.



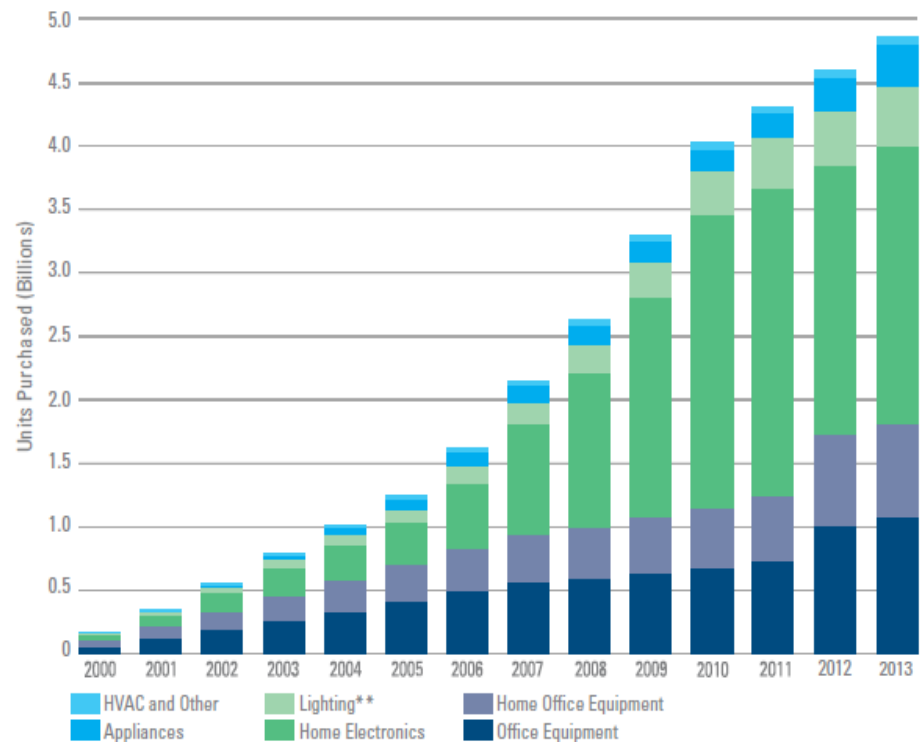
ENERGY STAR Drives Sales

- Nearly **90%** of Americans recognize the ENERGY STAR label.
- Of households who purchased an ENERGY STAR certified product, **77%** of them reported the label as influential to their purchasing decision.
- 75%** of households that knowingly purchased an ENERGY STAR product in 2014 reported they are likely to recommend ENERGY STAR products to friends.

Bottom line:

More **than 4.8 billion** products sold in the 20 years since ENERGY STAR's inception.

ENERGY STAR Certified Products Purchased





EPA has Resources to Help Partners Market Efficient Lighting

- Online Resources
- Digital Marketing Materials
- In-Store Materials
- Campaigns



Lighting Made Easy
Just Look for the ENERGY STAR®

- ★ Independently certified to meet strict energy-efficiency and performance criteria
- ★ Same brightness (lumens), 75% less energy (watts)
- ★ Last up to 25 times longer = up to \$135 in energy savings
- ★ Help protect the environment and prevent climate change

LEARN MORE AT energystar.gov

Provide additional feedback at

PollEv.com/ESPPM2015

Resources at energystar.gov

Articles, factsheets, user guides, podcasts, videos and more

- [Energystar.gov/lighting](https://energystar.gov/lighting)
- [Energystar.gov/led](https://energystar.gov/led)

Get the Facts



One Small Switch:

Switching from traditional lighting to ENERGY STAR certified lighting is a smart move. With energy savings of 70-90% or more, you can save between \$30 and \$80 in electricity costs over each bulb's lifetime. The new light bulb standards only require bulbs to be at least 27% more efficient - that leaves a lot of savings on the table.





Highlighting Partner Activities

- Facebook LED Tab
 - Partner sweepstakes
 - New ENERGY STAR products
 - Partner resources
 - Partner press



LED LIGHTING MADE EASY Just Look for the ENERGY STAR®

Thousands of LED products have earned the ENERGY STAR. The mark indicates the product has been independently certified, undergoing extensive testing to assure it performs as promised, delivering on brightness and matching the light distribution of traditional lighting.

Learn more about exciting new ENERGY STAR certified LED lighting products and how they can brighten your home and save you money.

Current Sweepstakes From ENERGY STAR Partners

**TCP's ENERGY STAR®
LED Giveaway**

Check our Facebook page every week for a chance to win \$100 worth of LED lighting

Hot New ENERGY STAR Certified LED Lighting Products!

Learn more about the latest ENERGY STAR certified LED lighting available at major national retailers, such as The Home Depot, Lowe's, Walgreens, True Value, Walmart, and Target.

Click on the images below to visit a partner site and learn more.



E-Newsletter Offers Current Updates

ENERGY STAR Lighting Newsletter offers information about:

- Upcoming events
- New Resources
- Specifications and testing
- Opportunities to engage with ENERGY STAR
- More

ENERGY STAR® Lighting Newsletter *Lighting the Way to a Brighter Future*



[Light Fair International 2015, May 5-8](#)

[Latest Updates on Lighting Specifications in Development](#)

[How to Plan for the 2015 ENERGY STAR Products Partner Meeting](#)

[Congratulations to our Partner of the Year Award Winners!](#)

[2015 ENERGY STAR Lighting Marketing Plans](#)

[ENERGY STAR New Lighting Tools and Resources](#)

[Elevate your ENERGY STAR Products](#)



Light Fair International 2015 is This Week in NYC!

VISIT US at booth #3177

To be added to the ENERGY STAR Lighting Newsletter list, send an email to changetheworld@energystar.gov

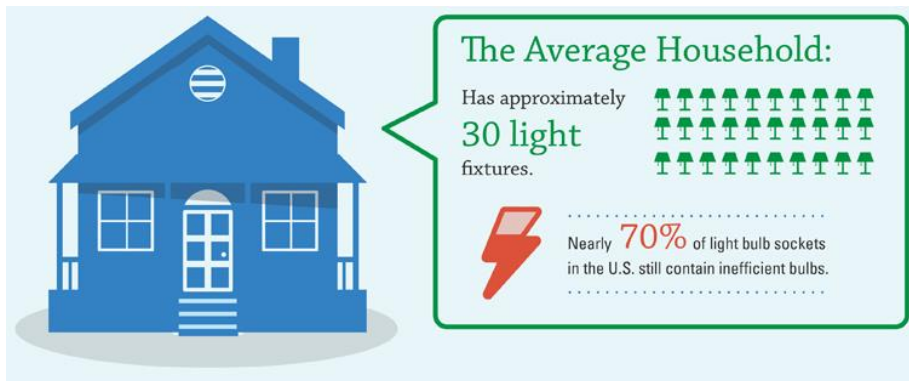
Marketing Materials are Available to Partners

Available materials include:

- Factsheets
- Infographics
- Graphics
- Videos

Example uses include:

- Embed on websites
- Share via social media
- Include in educational materials
- In-store displays



Find these materials at energystar.gov

Ask the Expert Video Resource



Gallery of Dim Bulbs





Multi-Lingual In-Store Resources

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

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.

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

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.

2700K	3000K	3500K	4100K	5000K	6500K
WARM			COOL		
Warm White, Soft White Standard color of incandescent bulbs.	Cool White, Natural White Good for kitchens and work spaces.	Natural or Daylight (think blue sky at noon)			

Visit energystar.gov/lighting for more information.

ILUMINACIÓN A SU ALCANCE

Sólo busque el logo de ENERGY STAR®

Solamente las bombillas que tienen el logo de ENERGY STAR han sido certificadas en forma independiente y sometidas a una serie de pruebas para asegurar el desempeño y ahorro de energía prometido.

- ★ Usan un 75% menos de energía que las bombillas incandescentes
- ★ Le ahorran de \$40 a \$135 en las facturas de energía
- ★ Proporcionan la misma intensidad de luz (lúmenes) con menos energía (watts)
- ★ Duran de 10 a 25 veces más que las bombillas incandescentes
- ★ Ayudan a proteger el medio ambiente y previenen el cambio climático

Las bombillas LED y CFL certificadas por ENERGY STAR

están disponibles en diferentes formas y tamaños para cualquier uso —incluyendo empotrados, luces para rieles, lámparas de mesa y más. Puede incluso encontrar bombillas certificadas con intensidad de luz ajustable. Use esta tabla como guía para encontrar la bombilla ENERGY STAR correcta para su lámpara y recuerde revisar siempre las instrucciones de uso en el empaque.

	TIPOS DE BOMBILLAS					
LÁMPARAS DE MESA O DE PISO						
LÁMPARAS COLGANTES						
LÁMPARAS DE TECHO						
VENTILADORES DE TECHO						
APLIQUES DE PARED						
LÁMPARAS EMPOTRADAS						
ILUMINACIÓN DE ACENTO						

BRILLANTEZ

Para la brillantez, busque lúmenes, no watts. Los lúmenes indican la salida de luz. Los watts indican la energía consumida. Las bombillas certificadas por ENERGY STAR ofrecen la misma brillantez (lúmenes) con menos energía (watts). Use esta tabla para determinar la cantidad de lúmenes que necesita para igualar el brillo de sus bombillas viejas incandescentes.

Bombillas viejas incandescentes (Watts)	Brillantez de bombilla ENERGY STAR (Lúmenes Mínimo)
40	450
60	800
75	1,100
100	1,600
150	2,600

COLOR/APARIENCIA

Las bombillas certificadas por ENERGY STAR están disponibles en una amplia gama de colores. El color de la luz, o el aspecto, corresponde a una temperatura en la escala Kelvin (K). Menor K significa una luz más cálida, amarillenta; mientras que mayor K significa una luz más fresca, azulada.

2700K	3000K	3500K	4100K	5000K	6500K
CÁLIDO			FRÍO		
Blanco cálido, blanco suave Color estándar de bombillas incandescentes.	Blanco frío, blanco natural Sirve para cocinas y áreas de trabajo.	Natural o luz del día (como el cielo azul al medio día) Sirve para la lectura.			

Para más información visite energystar.gov/lighting.



New LED Lighting Materials

Renovate with LED Lighting

THE BRIGHT CHOICE: RENOVATE WITH ENERGY STAR® LED LIGHTING

The simple choice for energy efficiency.



Are you planning a home renovation? Look for ENERGY STAR certified LED lighting to enhance your new home design, save money on your energy bills, and help protect the climate!

Why buy ENERGY STAR certified LED bulbs and fixtures?

- Use 90% less energy than incandescent bulbs
- A single certified bulb can save up to \$75 in electricity costs over its lifetime
- Provide the same brightness (lumens) with less energy (watts)
- Last up to 25 times longer than incandescent bulbs
- Variety of shapes and sizes to fit your renovation needs
- Help protect the environment and prevent climate change
- Independently certified and extensively tested to assure quality, performance, and promised energy savings



What are the features of ENERGY STAR certified LED bulbs and fixtures?

💰 Lifetime Savings

Replacing your home's five most frequently used bulbs or light fixtures with ones that have earned the ENERGY STAR can save \$35 each year. ENERGY STAR certified ceiling fans with lights are 60% more efficient than standard models and can save you \$170 in energy costs over the fan's lifetime. Plus, many utilities offer rebates on certified bulbs or fixtures.

⚡ Dimming Capability

If you're looking for dimmable lighting, make sure to install dimmer switches that are compatible with LED lights. ENERGY STAR bulbs and fixtures provide dimming capability and compatibility information right on the package. Learn more at energystar.gov/dimmable.

🎨 Color

To earn the ENERGY STAR, LED lighting must meet six different requirements to ensure quality light color. (Improperly designed LED products can degrade over time). You can also choose from different shades of white light, allowing you to customize the feel of your space. Available shades range from a soft, warm glow that matches traditional lighting to a whiter, crisper light for activities like reading or projects. Choose the **light appearance number** that fits your needs (e.g. 2700K for soft, warm and 4100K+ for whiter, crisper shades). Make sure to select the same shades for lights sharing the same space.

Lighting Facts		Per Bulb
Brightness	870 lumens	
Estimated Yearly Energy Cost	\$1.67	
<small>Based on 3 hourly, 100-watt use. Cost depends on rates and use.</small>		
Life	5.8 years	
<small>Based on 3 hourly use.</small>		
Light Appearance	Warm	
	Cool	
	2700 K	
Energy Used	13 watts	

Go to energystar.gov/LED for more information.

Dimmable LED Lighting

YOUR GUIDE TO DIMMABLE ENERGY STAR® LED LIGHTING

The simple choice for energy efficiency.



Most ENERGY STAR certified LED bulbs are **DIMMABLE**. Check out the package to be sure. Visit the manufacturer-provided URL for a list of recommended **DIMMERS**.



3 OUT OF 4 PEOPLE SURVEYED CONSIDER DIMMABLE LIGHTS **IMPORTANT**.



Dimmable LED BULBS let you create the right ambiance.



20 YEARS

ENERGY STAR LED BULBS CAN **LAST** MORE THAN 20 YEARS.

CHOOSE ENERGY STAR DIMMABLE LED LIGHTS TO SAVE ENERGY AND PROTECT THE CLIMATE.



ENERGY STAR CERTIFIED LED BULBS REDUCE GREENHOUSE GAS EMISSIONS.



LED BULBS THAT HAVE EARNED THE ENERGY STAR ARE INDEPENDENTLY CERTIFIED TO DELIVER QUALITY AND PERFORMANCE. Dimmable bulbs dim to at least 20% of light and come with a 3 year warranty.

THREE SIMPLE TIPS FOR BETTER LED DIMMING

1

Look for the ENERGY STAR.

Every dimmable ENERGY STAR LED bulb will have the word "dimmable" right on the front of the package.

2

Be prepared to try different dimmable bulbs.

Not every bulb works well with every dimmer switch. If you don't find a good match with your current dimmer, consider changing the switch, or you can return the bulb and try a different one.

3

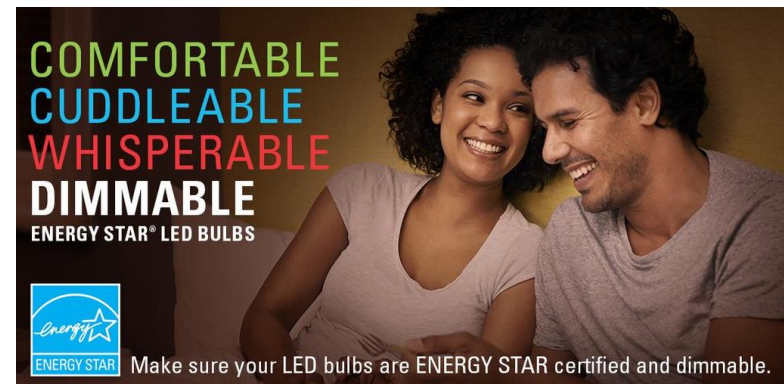
Choose the right dimmer/bulb combination.

If you are putting in a new dimmer switch, check the website listed on the bulb package for recommended dimmers.

ENERGY STAR LED Lighting Promotions

Consumer Outreach

- Year-long lighting promotion focused on key attributes of certified bulbs:
 - Dimming
 - Renovations
 - Color
 - Lifetime Savings
 - Rebates
- Promotional outreach included consumer fact sheets, buyers guide, web page, dedicated monthly social media, Twitter Party, media pitching, Vlogger video placements



Upcoming Vlogger Program

Working with three popular video bloggers to educate audiences about the benefits of ENERGY STAR LED Lighting. Each blogger is focused on a different aspect:

- **Renovations:** Engineer Your Space with Isabelle Larue
- **Color:** At Home with Nikki with Nikki Boyd
- **Savings:** I Like Weylie with Weylie Hoang

Combined 1.5 million YouTube subscribers and 503k social followers



Continuing LED Focus

- Updating the ENERGY STAR Choose a Light Guide

Keep an Eye Out...

- The ENERGY STAR Change the World Community Service Tour is coming back in October 2016
- Community service projects will include an element that encourages consumers to purchase LED lighting, and in turn brings the gift of energy-efficient lighting to communities in need.
- Learn more at the Communications Marketing Working Session at 5pm on Tuesday.





Questions and Inquiries

lighting@energystar.gov