

ENERGY STAR. The simple choice for energy efficiency.



Welcome to Portland ENERGY STAR® Lighting Update

October 12, 2015

Peter Banwell, U.S. EPA



ENERGY STAR Drives Sales

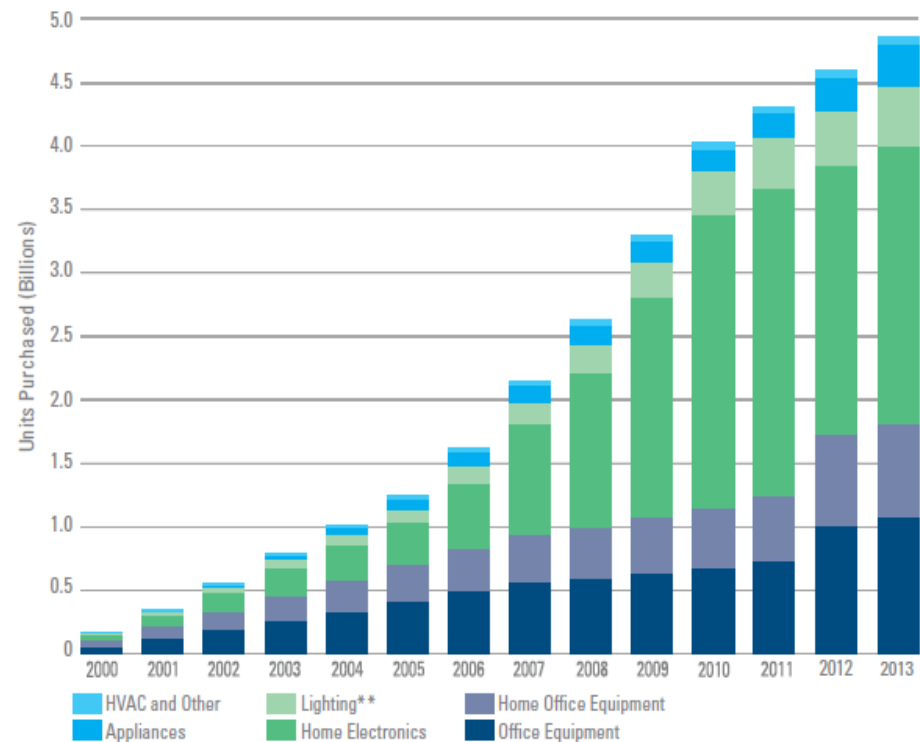
Consumer Survey Statistics:

- 85%+Recognition
- 77% Influence
- 75% Likely to Recommend

Bottom line:

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

ENERGY STAR Certified Products Purchased





Lighting Specification Update

- **Luminaires Version 2.0**
 - Simplified requirements
 - Expanded flexibility for certifying products
 - June 2016 effective
- **Lamps Version 2.0**
 - Increases efficacy level
 - Broadens the scope and the features
 - Improves harmonization between ENERGY STAR lighting specifications





Protecting the Brand – Lighting Testing Update

Testing 2010 - 2014



454 Base Models Tested

Quality Problems Identified

- EPA implemented new oversight policies, consisting of:
 - Tracking bulbs to OEMs
 - Ranking OEMs
 - Requiring labelers that rely on below average OEMs to test more products



Protecting the Brand – Lighting Testing Oversight Results

The OEM Story

- In previous testing schemes, EPA was chasing brands
- Now we are getting to the “source”
- Why? Some OEM products end up labeled by over 50 brands!

The System is Working

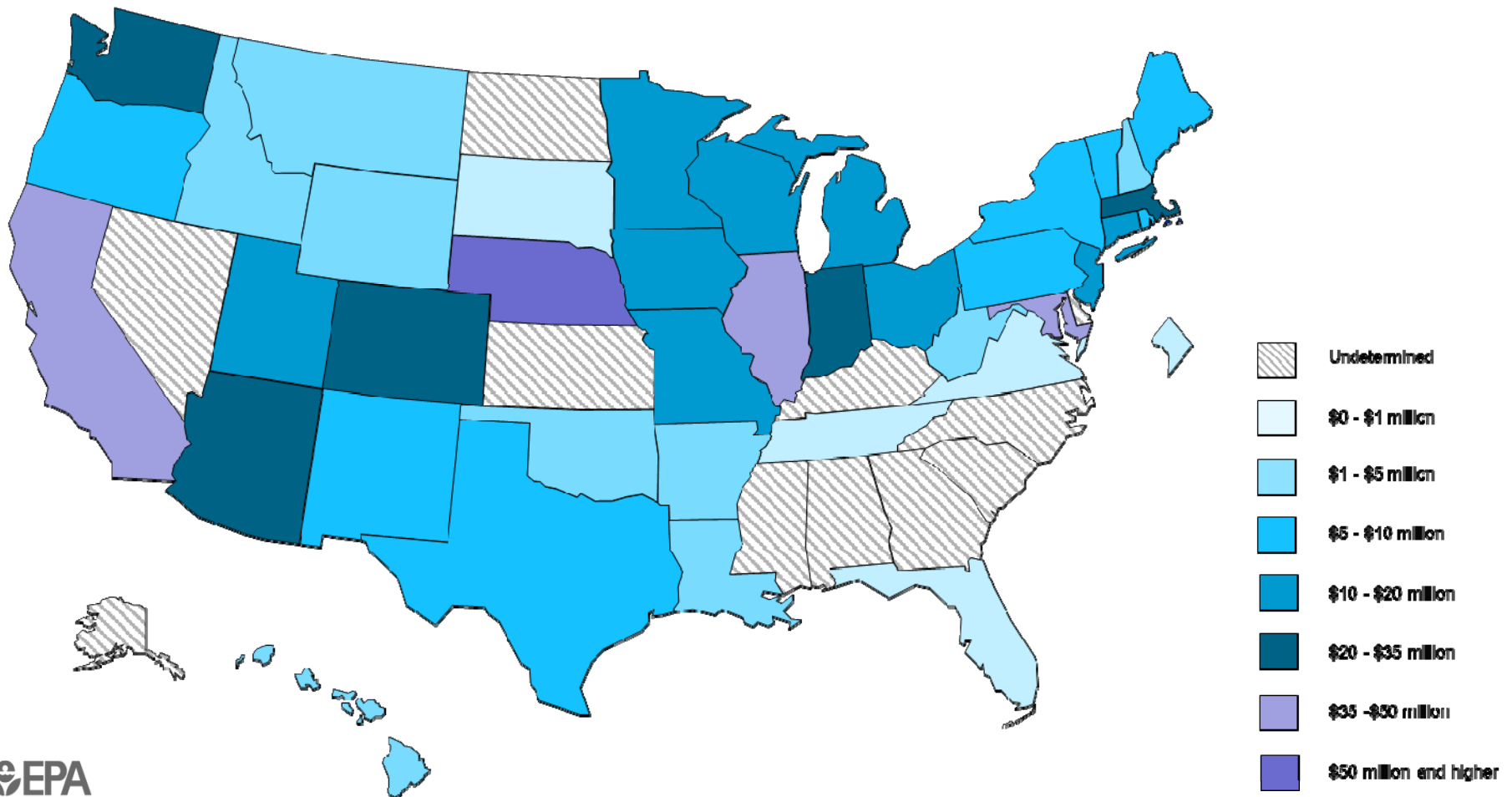


In 2015 the 4 worst OEMs, with thousands of SKUs, “dropped out”



Lighting Program Budget Map

- Lighting programs budgets of \$535 million, a 20% increase over 2014

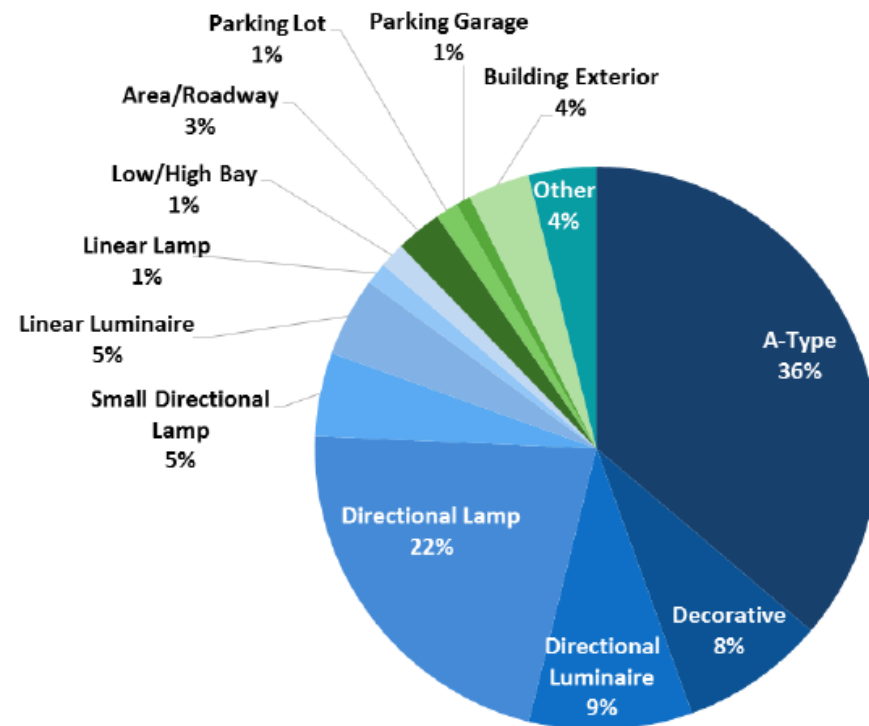




LED Lighting Installations

- From 2012 to 2014, the units of LED lighting installed in the U.S. increased four-fold to 215 million
- Of these LED lighting installations, 88% were indoor applications

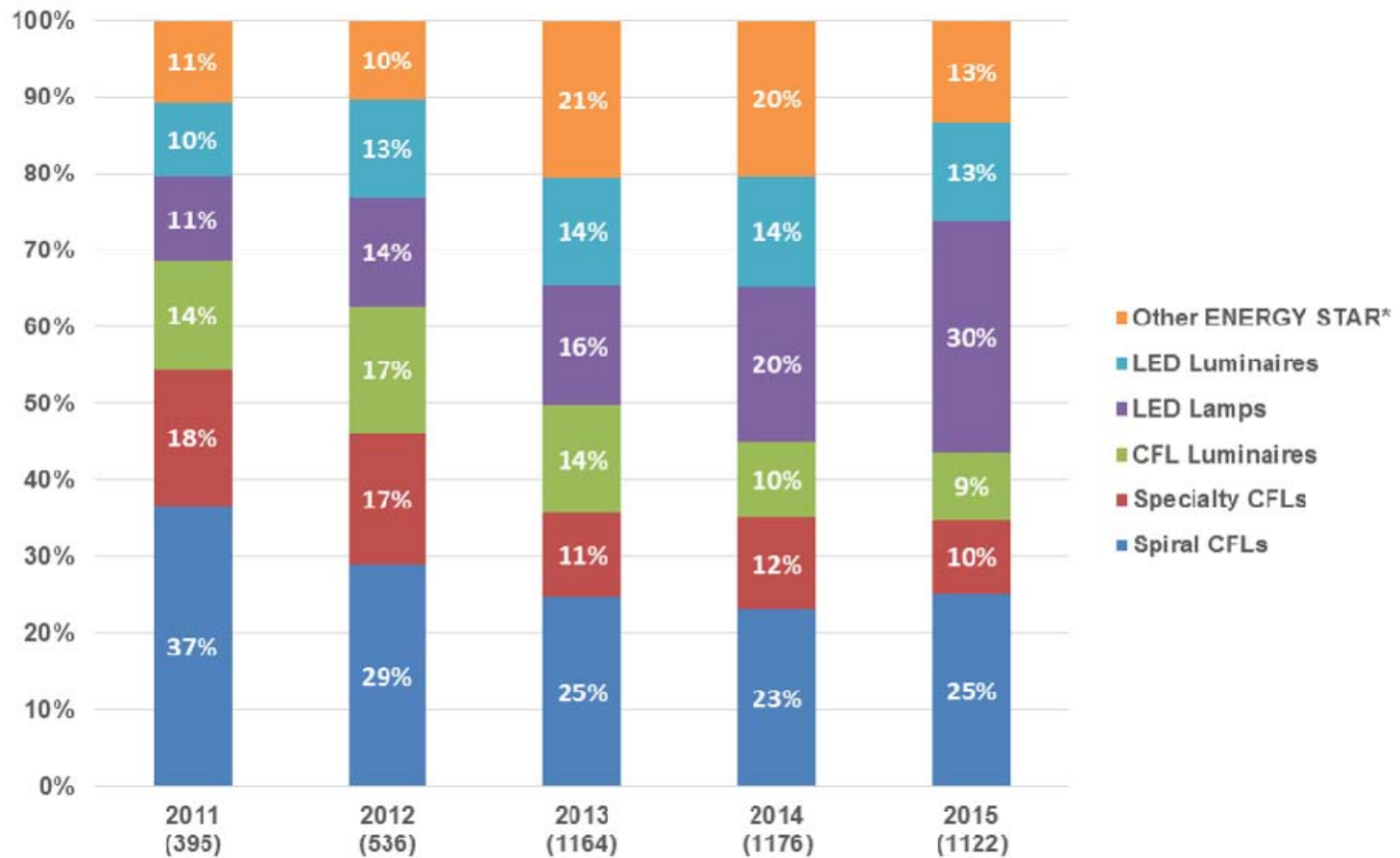
Total 2014 LED Units Installed by Application





Increasing LED Lamps Promotions Over Time

ENERGY STAR Lighting Promotions by Product Type 2011-2015





2015 Lighting Marketing

- The Bright Choice: Renovate with ENERGY STAR Lighting



- Set the Mood: Dimmable ENERGY STAR LED Bulbs



- Social Media



Supporting Partners

- Co-supported partner promotions
- Online resources
- Communications material



Here to help!





Today's Lighting Sessions

- 8:45-10:45 AM:** **Shining a Light on the Future** – Working Session to Discuss New Technology Developments and Standards
- 11:00 AM -12:00 PM:** **Spotlight on Market Research** – How Research Leads to Better Results for Lighting Programs
- 2:00-3:00 PM:** **Helping you Sell Lighting Efficiency Better** – Working Session to Discuss Marketing Techniques for Lighting Products
- 3:15-4:15 PM:** **A Change is Coming** – New Lighting Specifications and What They Mean for the Industry
- 4:15-5:30 PM:** **Keep Calm and Rebate On** – Why Lighting Rebates are Still Relevant