



DIY Meets Downlights: ENERGY STAR at Home



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Solutions



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U.S. EPA



2020 ENERGY STAR PARTNER MEETING

KATHERINE GRIDLEY- MERCHANT RECESSED LIGHTING

LOWE'S ENERGY STAR HISTORY



- ENERGY STAR Partner since 2001
- First retailer to win ENERGY STAR Award for Sustained Excellence - 2010
- 2019 Excellence in ENERGY STAR Promotion
- 2020 ENERGY STAR Partner of the Year
 - ~ 30,000 ENERGY STAR Products
 - Goal: Save customers more than \$40 billion in energy costs through the sales of ENERGY STAR products by 2025

EVOLUTION OF RECESSED LIGHTING

Traditional



Housing



Trim



BR30 Light Bulb

Recessed Retrofit



Housing



LED Retrofit

Canless Retrofit



BENEFITS OF LED RETROFITS AND CANLESS



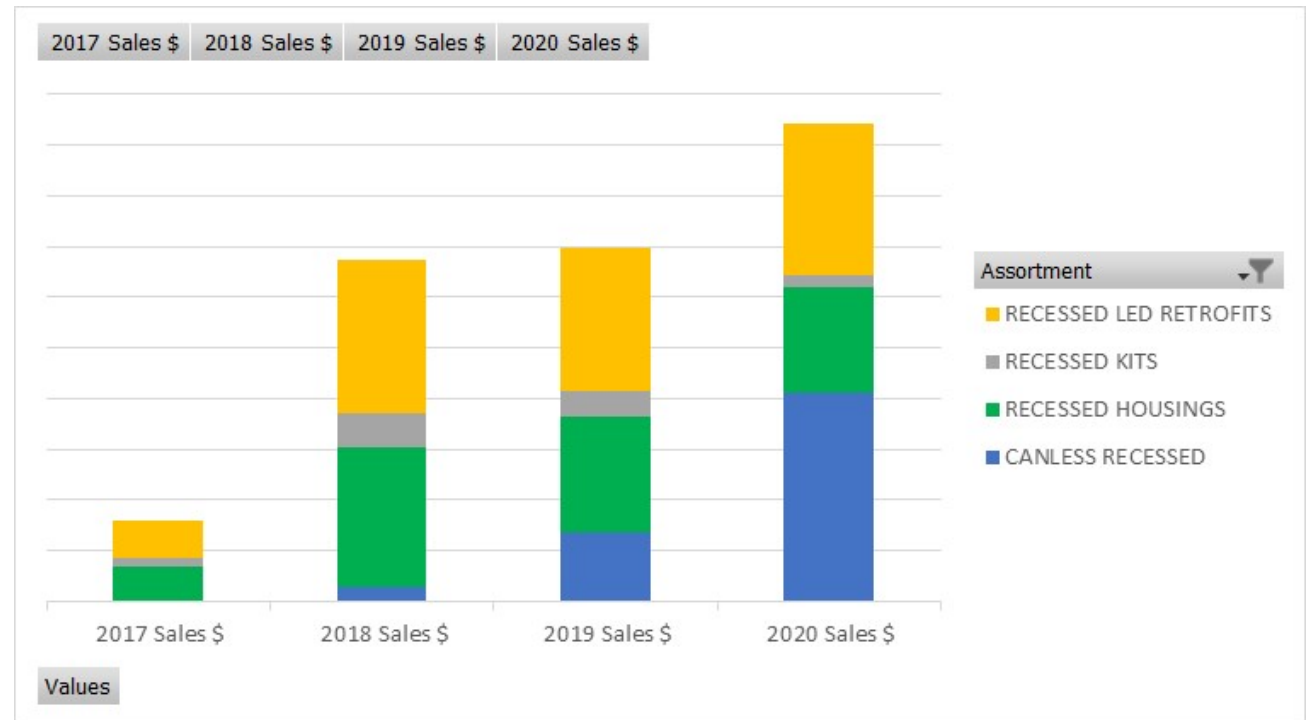
- Energy Savings LED
- Longer Life
 - 50,000 hrs
- No housing or existing junction box needed on Canless
- 5 color temperatures in one fixture
 - 2700K, 3000K, 4000K, 5000K, 6500K
- High CRI
- Easily replaces traditional BR30, Trim, and Housing



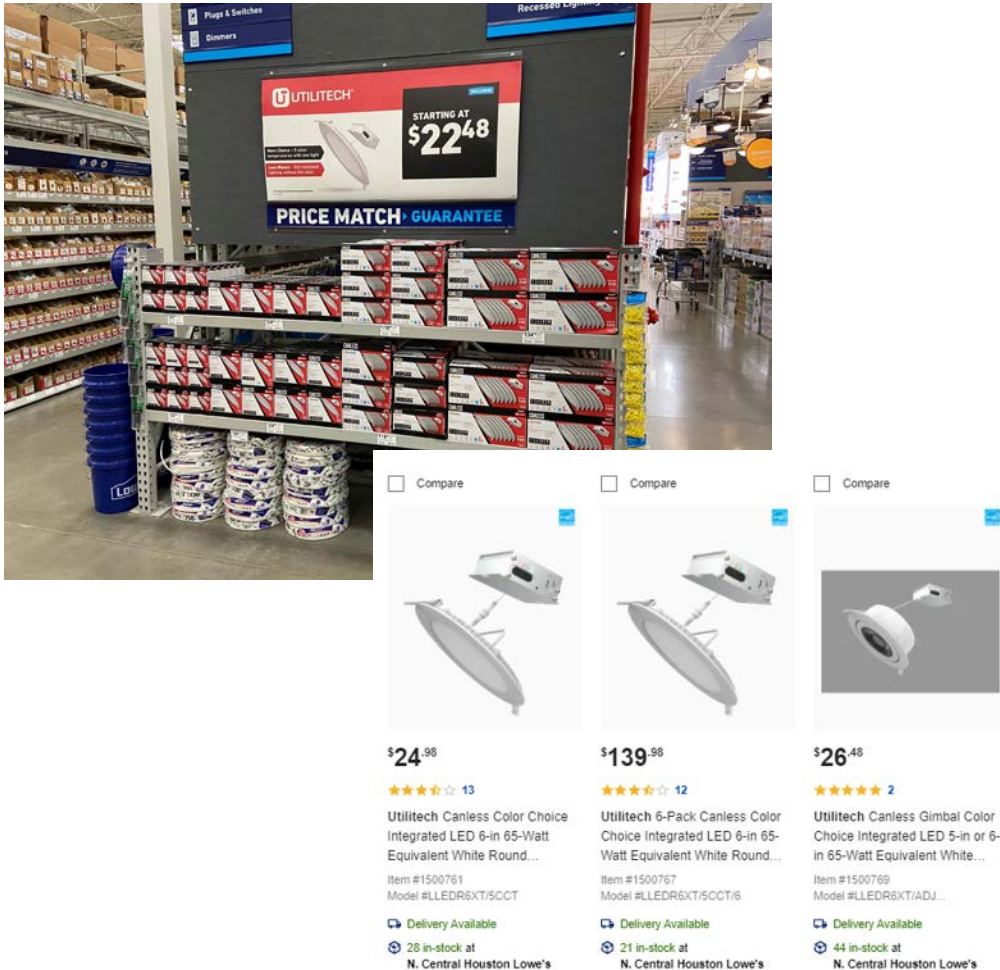


Lowé's continues to focus on ensuring ENERGY STAR Certified products are on our shelves:

- 29/30 products in the LED Canless bay are ENERGY STAR Certified
- **ALL** Lowé's Recessed LED products are ENERGY STAR Certified



FUTURE FOCUS



- Lowe's will continue to promote ENERGY STAR products on shelf, off shelf, and online.
- Implement Was/Now pricing across all Lighting utility programs to improve attribution and value
- Determine goals from the perspective of all partners
- Continue to drive awareness to Lowe's customers on the benefit of ENERGY STAR products both from a cost savings and quality perspective



Christine Habicht
Energy Programs
Marketing Manager



Bryant Bilal, PE
Product & Marketing
HALO

2020 ENERGY STAR[®] Products Partner Meeting Recessed Lighting



- Originated in 1956 with HALO Recessed Lighting
- 2ND Largest Luminaire Manufacturer in North America
- Residential, Commercial and Architectural Lighting Solutions



Leading American Manufacturer
of ENERGY STAR® Qualified Light Fixtures

ENERGY STAR® Partner of the Year for 6
Years!

59,000,000 ENERGY STAR Qualified Configurable
Models



2014-2019 Partner of the Year Achievements

9,117 GWh Avoided



6,446,000 Metric Tons GHG Reductions



Equivalent to Carbon Sequestered by
8,418,600 acres of US forests



Partnered in 46+ Utility Incentive Programs



HALO Recessed



21 Years in a Row!

Innovation + Quality

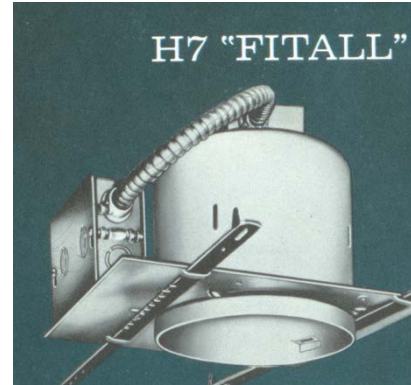
HALO has been the brand leader for residential lighting since 1956. Combining patented contractor friendly features, innovative technology, and high quality products sets HALO apart from the competition. HALO offers products for both new construction and remodel, in single family, mixed-use and light commercial applications.

Smart Home | Direct Mount | Surface | Recessed

HALO® Over 60 Years of Innovation



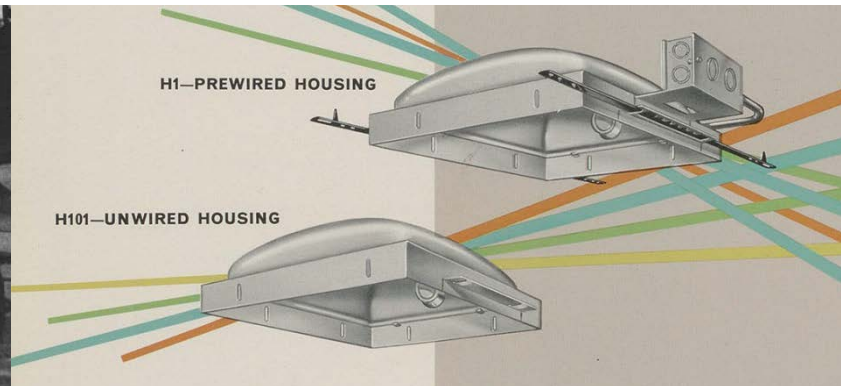
Went international by opening a distribution center in Toronto



Halo begins manufacturing recessed product in 3,000 ft² storefront in Chicago with 3 office and 7 factory employees

Regional warehouses open in California and New Jersey

Enters into the world of track lighting



HALO® Over 60 Years of Innovation



First Energy Star® LED downlight

H4 LED series introduced

RA4, RA56 introduced

All-Slope introduced

SMD4, SMD6 and RL56 wireless - connected home introduced



RL7 retrofit introduced

Acquired by Eaton, ML56 series introduced

SLD4, SLD6 introduced

Halo brand celebrates 60 anniversary, ML4 series and D2W introduced



Recessed Lighting

Contractor

DIY

New Construction
Housings



Remodel
Housings



LED Retrofits



LED Direct Mount



Surface Mount/Retrofit



HALO® Recessed Lighting

Housing, Lamp or LED Module & Trim or Retrofit



HALO® Recessed Lighting Product Ratings

Insulated Ceiling (IC)



Non-Insulated Ceiling (Non-IC)



Air-tite™

- Savings in HVAC bills
- Certified to ASTM E283



Wet Location



HALO® Recessed Lighting Product Attributes

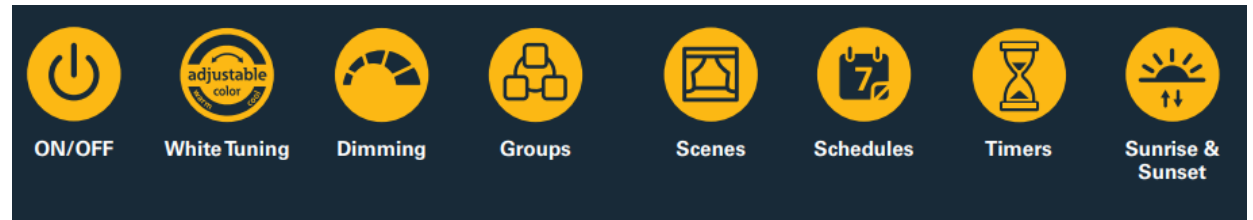
Dimmable



Adjustable CCT



Connected “Smart Technology”



HALO® LED Retrofit Installation



LED Retrofit Installation



Screw in Adapter

Attach Connector

Squeeze and Insert Torsion
Springs/Friction Blades

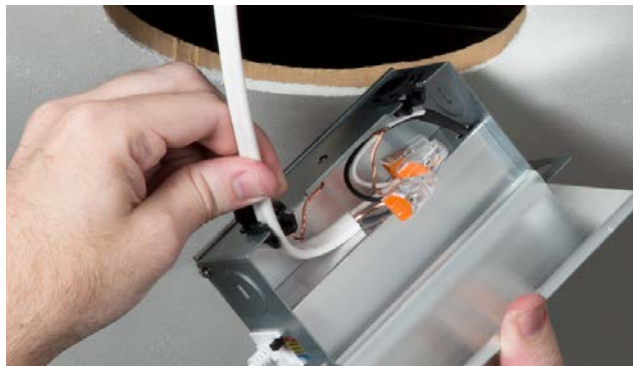
Guide LED Module into
Recessed Housing

HALO[®] LED Direct Mount Installation

LED “Direct Mount” Installation



Cut Hole In Ceiling



Attach Supply Conductors in Supplied Junction Box



Connect in-line plenum rated connector



Install fixture fitting in ceiling using (2) integral mounting springs

HALO[®] LED Recessed Summary

- ENERGY STAR **HALO**[®] Recessed LED Fixtures have contributed to over 9,117 GWh of energy savings in the past 6 years helping consumers save money and utility partners meet energy efficiency goals
- Recessed Lighting Solutions
 - Recessed Housings/LED Modules/Trims
 - LED Retrofit Fixtures
 - LED Direct Mount Recessed Fixtures
 - LED Surface Mount/Retrofit Fixtures
- Products range from fixed CCT to Connected “Smart Home” Technology



Thank You!

Christine Habicht

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Bryant Bilal

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COOPER
Lighting Solutions

ENERGY STAR® 2020

Lighting Moments in Every Room





History of Lighting Moments

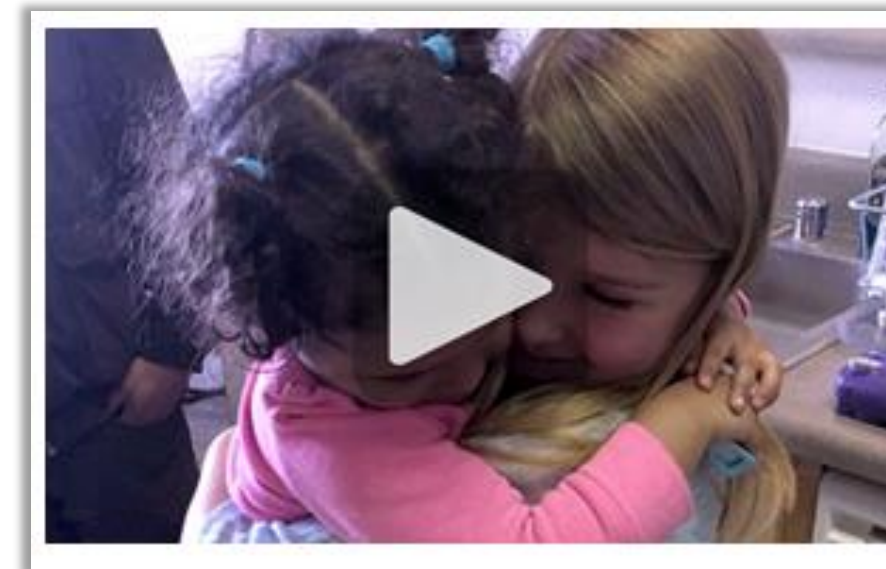




SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

History of Lighting Moments with ENERGY STAR

- Goal: to create an inspirational call-to-action around ENERGY STAR certified LED Bulbs that expressed the performance and quality-of-life benefits of certification.
 - Make the most of every life moment by lighting them with ENERGY STAR certified lighting. Only LED bulbs and fixtures that earn the ENERGY STAR label are independently certified to deliver high quality, save energy, and help protect the environment.
- Channel focus:
 - POS to effect impulse purchase
 - Mobile to drive traffic to POS
- Leveraged combination of aspirational quality-of-life benefits with practical money-saving benefits
 - Buydowns combined with energy savings
- Launched Earth Day 2017 with Light the Moment Video and influencer outreach including Ingrid Michaelson



Search for people, places and things

Like Follow Share

Ingrid Michaelson
October 24 at 4:23pm · 🌐

Proud to celebrate **ENERGY STAR** Day and share an important message about saving energy. We should all be lighting our moments with **ENERGY STAR** certified LED bulbs. Just one bulb can make a big difference for the planet and our lives. #LightTheMoment

Light the Moment with ENERGY STAR
Make the most your moments by lighting them with ENERGY STAR certified LED bulbs. They last longer, save energy, and...
YOUTUBE.COM

Like Comment Share

Zekhetheloh Kitso, Lauren S. Henry and 1.1K others

Home About Events Tour Dates

Top Comments





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SAVE FOR GOOD.

Big Results: 2017 - Present

- Nearly 10 million impressions, including 1.5 million video views through a mix of YouTube, Influencers, Display, and Social

Mobile Display Ads



Social Ads





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Languages: English | Français

Find and Compare

Change Product



ENERGY STAR Certified Light Bulbs

Only LED bulbs that have earned the ENERGY STAR label are independently certified to deliver high quality, save energy, and help protect the environment.

Learn About Dimmable LED Lighting

VIEW GUIDE

1 2 3 4 5



BUYING GUIDANCE

TAKE THE PLEDGE

10166 Records Found

Filter Your Results

filter by keyword

Sort by:

Brand Name

Share Your Results Disclaimer

Featured Best Value



ENERGY STAR® Certified LED bulbs for as low as \$1

SEE DEALS >

No rebates for Light Bulbs found in (12134) - click here to search other areas >>

Price

low to high

- Under \$5 (11)
- \$5-\$10 (27)
- \$10-\$15 (43)
- \$15-\$20 (18)
- \$20-\$30 (8)
- \$30-\$50 (3)
- \$50+ (2)
- Price not available (11596)

Bulb Type

- General Purpose (A19) (3218)
- A21 (656)
- BR30 (824)
- MR16 (593)
- PAR16 (667)
- PAR20 (632)
- PAR30 (655)

7LEDS - 7L-A19-9.5w-5000k

Compare

Bulb Type: General Purpose Replacement
Technology: LED
Wattage Equivalency (watts): 75

Brightness (lumens): 1100
Efficacy (lumens/watt): 111.1

CLICK FOR PRODUCT DETAILS



7LEDS - 7L-A19-15w-5000k

Compare

Bulb Type: General Purpose Replacement
Technology: LED
Wattage Equivalency (watts): 100

Brightness (lumens): 1600
Efficacy (lumens/watt): 106.7

CLICK FOR PRODUCT DETAILS



Lighting Product Finder

Enter your zip code to begin. 12134

SHOW DEALS

LIGHT *the* MOMENT Featured Deals

See All ENERGY STAR Certified Bulbs →

Sponsored By

Utilities

- Energize CT
- Eversource (CT)
- Eversource Connecticut
- PSEG Long Island
- The United Illuminating Company

Manufacturers

- Globe
- L'Image Home Products Inc
- GE

Look for: GE Brand Light Bulbs
Available at: Walmart, Lowes

SHOW STORES

Look for: Globe Brand Light Bulbs
Available at: Dollar General, Ocean State Job Lot, Shaw's

SHOW STORES

Look for: Sunbeam Brand Light Bulbs
Available at: Dollar Tree Stores

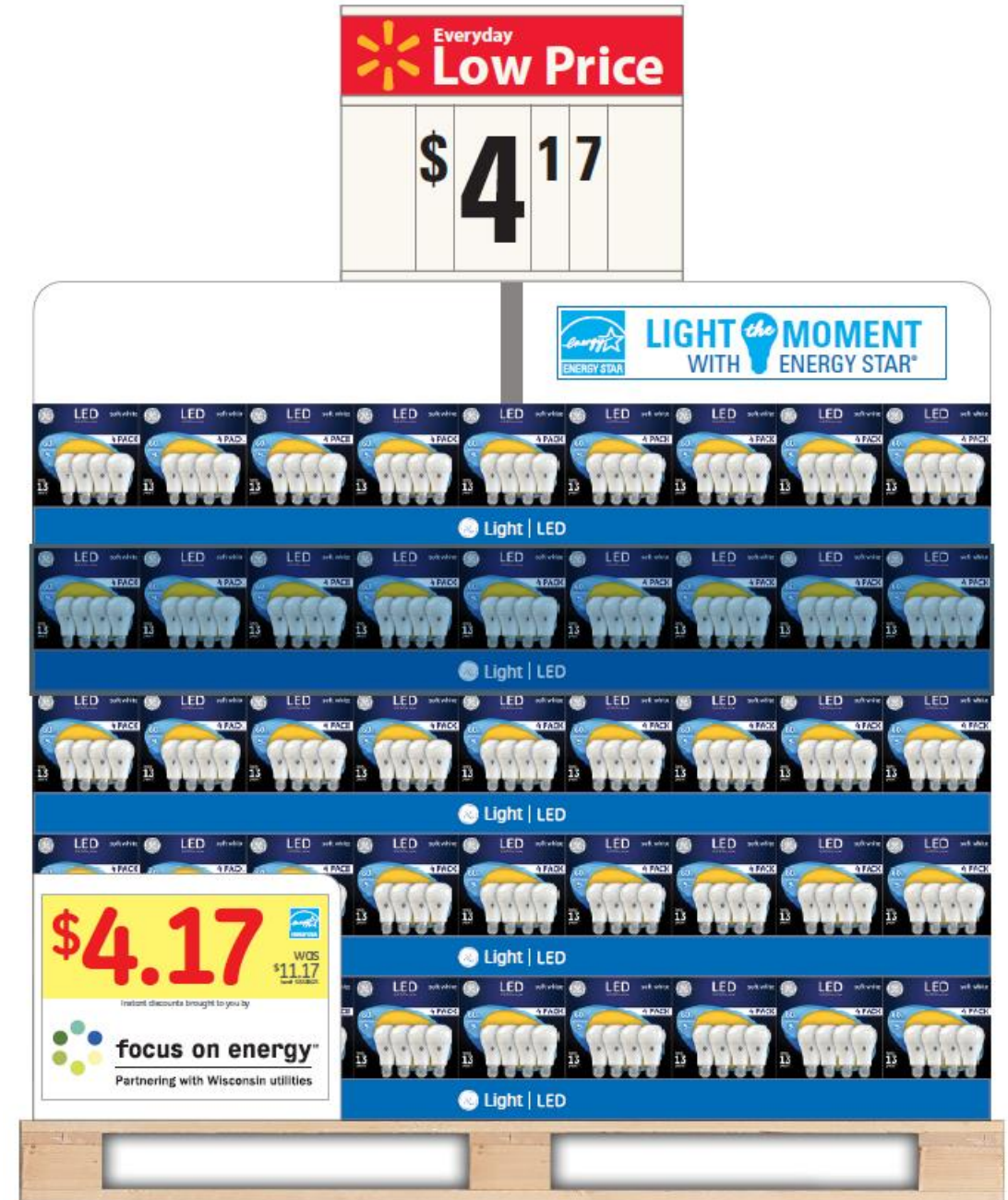
SHOW STORES



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Big Results: 2017 - Present

- And then, of course, there are your efforts
 - POS Magic





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Point-of-Sale Magic





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Point-of-Sale Magic

Online Promotion in Marketplace

Georgia Power Marketplace

Search (keywords,etc) Programs Support Cart 0

What's New? Wi-Fi Thermostats Lighting Smart Home Water Saving Advanced Power Strips EV Chargers

Light Your Summer Nights

Easy upgrades you feel good about. Save instantly on bulbs that give you lasting savings and memories.

Shop LED Bulbs

LIGHT the MOMENT WITH ENERGY STAR

SRP MARKETPLACE

On Sale Smart Thermostats Lighting Water Savings Products Advanced Power Strips Smart Home Air Filters EV Chargers Buy

LIGHT the MOMENT WITH ENERGY STAR

Scary Good Deals on Halloween-Ready Lights

Flicker your lights from your phone. Or, turn them purple.

Shop Hue Lighting

SALE

Pepco Website

pepco An Edison Company

Outage Pay Bill M

My Account Outages Ways to Save Smart Energy Sa

Energy Assessments +

Rebates & Discounts -

Lighting Discounts -

How to Participate

Learn More

Lighting Participating Retailers

Appliance Rebates +

ENERGY STAR® New Homes Program

Heating & Cooling +

Recycling +

Smart Thermostat Savings +

Lighting Discounts

Overview Find a Retailer

Make the Switch to ENERGY STAR® Certified Lighting and Save

Get instant, in-store discounts when you buy select ENERGY STAR certified lighting at participating retailers.

Save up to \$3 on Select ENERGY STAR Certified LED Bulbs

LEDs, or light emitting diodes, are a rapidly evolving technology that produces light in a whole new way. ENERGY STAR certified LEDs last a minimum of 25,000 hours, or 22 years based on 3 hours of use per day, and use about 70-90% less energy than incandescent lighting.* They also are durable, versatile and come with a 3-year warranty.

Not sure which LED bulb to choose? Let Pepco help you Find the Right Light.

Save \$8 on Select ENERGY STAR Certified LED Fixtures

With ENERGY STAR certified light fixtures, you'll enjoy energy cost savings, less frequent bulb replacements and they come with a manufacturer-backed warranty of at least 3 years.* Certified fixtures come in many decorative styles and offer convenient features, including automatic daylight shutoff and motion sensors.

*Source: energystar.gov

LIGHT the MOMENT WITH ENERGY STAR

Get an Appliance Rebate

Recycle Your Old Appliance

WAYS TO SAVE TIPS

Light your moments with ENERGY STAR

Make a commitment to change out an old light bulb to an ENERGY STAR certified LED bulb, and join in the national effort to change out 300 million bulbs to ENERGY STAR. Together we can save about \$15 billion in annual energy costs and prevent 17 billion pounds of annual greenhouse gas emissions. Your moments. Your world. Both deserve the best.





Extension to Retrofit Downlights



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Why Downlights?

- Sales of residential fixtures, particularly the retrofit downlights, continues to grow.
 - Sales increased by nearly 10 million from 2017 to 2018
- Consumers get high-performing fixtures that last 20+ years = huge savings and no need to change out the bulb hard-to-reach places.
- ENERGY STAR certified fixtures are super efficient
 - savings of \$80 over the lifetime of each fixture so a room full of downlights can save about \$1,000.
 - That equates to more than 7000 kWhs in savings per room.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Lighting Moments with Downlights

- Goal: Extend the popularity of LTM and the simplicity of an LED Bulb to excite customers around the benefits of ENERGY STAR certified downlights.
 - Now there's a perfect light for every room of your home, including specialty bulbs and downlight fixtures, so you can light every moment wherever they happen and enjoy the savings.



LIGHT *the* **MOMENT**
WITH ENERGY STAR®

ONLY ENERGY STAR LIGHTING IS CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Big Energy Savings – Lasts 20+ years!
- ✓ Just the Right Brightness & Color
- ✓ A Better Planet





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Lighting Moments with Downlights

- Media Plan
 - Social campaign: Facebook/Instagram
 - YouTube
 - Dedicated downlights social
 - Light the Moment-themed
 - Blog post
 - Working with partners on POS
 - Manufacturers
 - Utilities

LIGHT *the* MOMENT
WITH ENERGY STAR®

ONLY ENERGY STAR® LIGHTING IS CERTIFIED TO DELIVER:

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- ✓ Big Energy Savings - Lasts 20+ Years!
- ✓ Just the Right Brightness & Color
- ✓ Environmental Benefits

PARTNER LOGO PLACEHOLDER

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PARTNER LOGO PLACEHOLDER



Expanded Marketing Materials





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ENERGY STAR Marks & Identifiers





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POS Materials: LED Fixtures



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POS Materials: LED Fixtures



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PARTNER LOGO PLACEHOLDER





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SAVE FOR GOOD.



LIGHT ^{the} MOMENT WITH ENERGY STAR



Upgrade Your Lighting with ENERGY STAR Certified Recessed Downlights

Recessed downlights bring a fresh and functional appeal to many home projects – make sure you choose wisely to save energy, save money and help protect the climate. Now you can brighten all the moments throughout your home with an ENERGY STAR certified light perfect for every room.

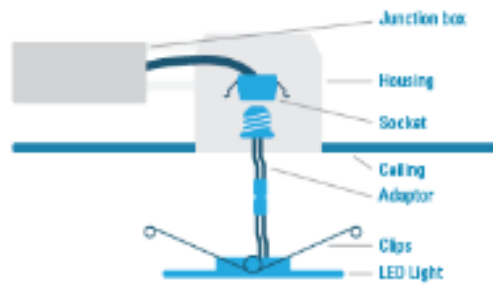
Only models that have earned the ENERGY STAR label are independently certified to deliver:

- ✓ Highest quality performance
- ✓ Big energy savings
- ✓ Just the right brightness and color
- ✓ A better planet

Choose the Right Recessed Lighting Kit for Your Project

ENERGY STAR certified kits make it simple to upgrade existing recessed fixtures or install new ones.

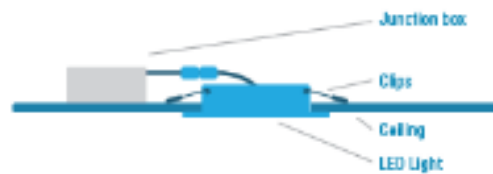
Upgrade existing recessed downlights to optimize energy savings and performance



Do you already have recessed downlights? Instead of just switching out the bulb, choosing a recessed light kit is a design-grade addition to your home that saves more energy and offers several additional benefits. Retrofit kits upgrade existing downlights by replacing the old bulb and trim with an ENERGY STAR certified LED light that screws into the existing housing, like a bulb. Advantages include:

- **DIY Simplicity:** Upgrade your downlight without replacing or modifying the fixture inside the ceiling. Less hassle, less cost, no electrician needed; it is as simple as changing a bulb.
- **Compatibility:** Retrofit kits make it easier to find a compatible light. Rather than choosing from a variety of bulb shapes and sizes, look for the diameter that matches your existing fixture.

Choose ENERGY STAR certified recessed fixture kits for new downlights



ENERGY STAR certified LED downlight kits simplify the process of installing new recessed downlights. Advantages include:

- **Simplified installation:** These “canless” kits do away with the need for traditional housing, reducing the number of steps for installation and making it easier to do through a small ceiling opening.
- **Flexible placement:** These lightweight, all-in-one kits work in spaces traditional recessed downlight do not. Slim versions fit in spaces with less than 2 inches of clearance above the ceiling. Because they are light weight, they do not need to align with ceiling joists and can even work with drop ceilings.

Benefits of ENERGY STAR Certified LED Recessed Downlight Kits

Whether you are installing new recessed downlights or replacing existing ones in your home, there are plenty of reasons to choose a kit that has earned the ENERGY STAR label:

Savings: The lights in these kits are designed specifically for downlight applications and provide optimal energy efficiency for this use. ENERGY STAR certified kits use up to 80% less energy than standard downlights, which means that each fixture can save you more than \$90 over its lifetime.

Light Quality: ENERGY STAR kits are independently certified to provide evenly spread light and meet the highest performance standards.

Attractiveness: These sleek downlights can elevate the look of any room in your home. Their low-profile complements most interior styles and means there is no fixture hanging down from the ceiling. Plus, with ENERGY STAR certified recessed light kits, the trim and LED light are one piece, providing the cleanest possible look and no view of a bulb inside the can.

Long Lasting: Recessed downlights that earn the ENERGY STAR label are tested to ensure they have a lifetime of at least 25,000 hours—that’s 25 times longer than a traditional

light bulb. With average use, you should not have to worry about replacing them for more than 20 years.

Dimming Capabilities: Many of these kits are dimmable when paired with a compatible dimmer switch and dim down to at least 20% of light output. ENERGY STAR certified kits provide dimming capability and compatibility information right on the package.

Light Color: ENERGY STAR certified recessed downlight kits are available in a range of colors from warm amber light to blue daylight (e.g., 2700K for soft, warm shades and 4100K+ for whiter, crisper shades). Many of these downlights allow you to set your preferred light color during installation. Some models are color tunable, allowing you to adjust the color of the lights using a smart device.



If every American home replaced their five most frequently used light fixtures or the bulbs in them with ones that have earned the ENERGY STAR, we would save more than \$5 billion each year in energy costs and prevent greenhouse gas emissions equivalent to the emissions from more than 6 million cars.



Visit [ENERGY STAR certified LED lighting](#) to learn more.

Fact Sheet





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Light the Moment Seasonal Social Media – New Fall and Winter Images for 2020!





SAVE TODAY. SAVE TOMORROW.
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Partner Engagement Examples

Social Media Promotion

Entergy Arkansas @EntergyArk
ENERGY STAR® certified LED bulbs last longer and save energy. Check out Entergy's Point of Purchase Solutions Program to find out how you can get them for less. #LightTheMoment enter.gy/6012GTZ7u



8:59 AM - Jul 12, 2020 - Sprinklr

Oncor @oncor
Get big savings for all of life's little moments with @ENERGYSTAR certified LEDs. Instant in-store discounts and energy-efficient performance saves you money at checkout and at home. Start saving at takealoadofftexas.com.



3:00 PM - Dec 16, 2019 - Sprinklr Publishing

CenterPoint Energy @energyinsights
Rockin' around the Christmas tree, let the Christmas spirit ring - and make the most of every family moment including all the reindeer games with @ENERGYSTAR certified LED bulbs. They'll light your precious holiday moments while saving energy and money. #LightTheMoment



4:00 PM - Dec 24, 2019 - Grade Engage

Georgia Power @GeorgiaPower
Setting up spooky lights for #Halloween? Make them energy efficient to #SaveEnergy while you scare! 🎃👻 Visit georgiapowermarketplace.com today!
#EnergyEfficiency #PhilipsHue #HalloweenDecorating #SmartHome #SmartLighting



11:00 AM - Oct 22, 2019 - Twitter Web App

1 Like





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SAVE FOR GOOD.

Join Us in Lighting Moments Throughout Every Household!

- To learn more about the opportunity with ENERGY STAR certified retrofit downlights, contact cronin.Daniel@epa.gov
- To participate in the Light the Moment promotion or access media toolkit:
 - Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.
 - If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov.