ENERGY STAR®
Residential Light Fixtures
&
The Advanced Lighting Package

Supplement to ENERGY STAR Homes Specification Development 2009
Why use ENERGY STAR Residential Light Fixtures?
Why ENERGY STAR?

- Homebuyers want energy-efficient homes, and ENERGY STAR qualified fixtures contribute to the home’s efficiency and help lower energy costs.

- Qualified fixtures are environmentally friendly and help reduce greenhouse gas emissions.

- The ENERGY STAR brand has strong market recognition which will help you sell the qualified fixtures and ENERGY STAR homes.

- ENERGY STAR is more than just energy savings. Fixtures must meet high performance standards.
ENERGY STAR
Brand Influence

Source: Fairfield Research, Summer 2007
Understanding ENERGY STAR Qualified Fixtures
ENERGY STAR Qualified Fixtures

- ENERGY STAR qualified light fixtures:
  - deliver quality lighting using energy efficient technologies
  - must meet stringent performance criteria
  - performance verified by independent third party testing
  - use 10,000 hour lamps – longer than screwbase CFLs – fewer lamp changes, more convenient for home buyers
  - carry two year warranties, double the industry average

- Energy efficiency means reduced utility bills for the owner:
  - use 75% less electricity than incandescent
  - fixtures produce approximately 75% less heat, reducing cooling expenses
  - greater efficiency reduces environmental impact
Why Offer ENERGY STAR Qualified Fixtures?

Benefits for the Home Builder:

- Distinguish your homes from your competitors’
- Consumers increasingly value environmentally responsible options
- Energy efficient lighting is environmentally responsible
- Nearly 20,000 models to choose from (as of May 2008)
- Free marketing tools available from ENERGY STAR
- Qualified fixtures cost a bit more up front but energy savings create a positive cash flow for years to come
- Offering environmentally responsible options improves your company’s image
Why Offer ENERGY STAR Qualified Fixtures?

Benefits For the Home Owner:

- 75% energy savings over incandescent: one of the few upgrades that pays for itself and creates a positive cash flow
- Reduced greenhouse gas emissions through energy efficient lighting
- Lamps provided last 9 years with average use: fewer lamp changes, greater convenience
- Fixtures generate 75% less heat, keeping occupants cool and reducing HVAC needs
- Fixtures meet ENERGY STAR guidelines for quality, not just efficiency
- Two-year warranty provides greater peace of mind
ENERGY STAR Qualified Fixtures: Features and Benefits

- Replacement lamps available nationally
  - Home Depot, Lowe’s, Menards, Ace Hardware, Amazon.com, Lighting One, Lamps Plus
- Complete fixture families available
  - Coordinate chandeliers, sconces, pendants, flush mounts, close-to-ceiling mounts
- Fixtures optically designed for light source
  - Assures maximum performance – avoids screwbase CFL misapplication problems
  - Lamp and ballast tested in the fixture
- Electronic ballasts employed
  - No flicker or hum
  - Lamp starts in a fraction of a second
- Use 75% less energy than incandescent fixtures
- Long lamp life (10,000 hour average life)
  - Infrequent lamp changes (9 years on average)
- Warm color temperatures (2700 to 3000K)
  - Blends with other light fixtures
- Fixtures supplied with lamps
- Good color rendering lamps
  - People and objects look natural
- Fixtures backed by two-year warranty
ENERGY STAR Qualified Fixtures
As a Whole-House Solution

- **Pendant Mounted**
  - Foyer, dining

- **Close-to-Ceiling**
  - Hallway, kitchen, bath

- **Portables**
  - Living room, bedroom, home office

- **Wall Mounted**
  - Bath vanity, sconces

- **Recessed**
  - Living room, kitchen, hallway

- **Outdoor**
  - Yard, walkway, porch
ENERGY STAR Qualified Examples: Dining and Entry
ENERGY STAR Qualified Examples: Hallway
ENERGY STAR Qualified Examples: Kitchen Island
ENERGY STAR Qualified Examples: Bathroom Vanity
ENERGY STAR Qualified Examples: Sconces
ENERGY STAR Qualified Examples: Recessed Fixtures

Hundreds of models available from dozens of manufacturers at a wide variety of price points.

All ENERGY STAR qualified recessed can fixtures undergo ballast case temperature testing to ensure ballast reliability and longevity.
ENERGY STAR Qualified Examples: Outdoor Fixtures
New Inexpensive Qualified Fixtures
Expanding Applications

The Faux-Can, MaxLite
Less than $30 each

"26 watt 10,000 hour flat disk that mounts flush to the ceiling using a standard fixture box with a twist and lock GU24 connection. Requires no ceiling holes, no heat loss or gain through openings."

ENERGY STAR Keyless Sockets, Leviton
Less than $20 each

These keyless sockets in both open and covered options use GU24 self ballasted lamps. An economical way to provide ENERGY STAR qualified light fixtures in closets, garages, basements, utility rooms.
Understanding the ENERGY STAR Advanced Lighting Package
ENERGY STAR
Advanced Lighting Package

- Lighting packages that consist of a **minimum of 60%** ENERGY STAR qualified hard-wired fixtures
  - In addition to the light fixture requirements, all installed ceiling fans must be ENERGY STAR qualified
  - ENERGY STAR qualified ceiling fan light kits (not just the fan) can be counted toward the Advanced Lighting Package 60% requirement
Advanced Lighting Package Example

If there are a total of 10 hard-wired Light fixtures, inside and out…

…6 (60%) must be ENERGY STAR qualified
ENERGY STAR Advanced Lighting Package Builder Benefits

- **Market differentiation**: offer an option your competition doesn’t
- **Increased revenue**: make money selling an attractive feature that pays for itself, then gives the home buyer a positive cash flow
- Design flexibility and fixture aesthetics through nearly 20,000 qualified fixture models
- **Enhanced customer satisfaction** with reduced energy bills, lower heat output, convenience of infrequent lamp changes.
- Leverage **free ENERGY STAR marketing materials** including:
  - Consumer brochure
  - Savings look up tool (by kWh rate and number of fixtures)
  - Consumer case studies
Energy Efficiency Program Sponsors: Fixture and Advanced Lighting Package Incentives

Visit [www.energystar.gov/dime](http://www.energystar.gov/dime) for fixture and/or Advanced Lighting Package incentives available to builders in your region.
Advanced Lighting Package Declaration

- Available for every equipped home to show the savings achieved with installation of the Advanced Lighting Package
- Provides a tangible record of the energy savings and annual monetary savings anticipated
- Can be included in the welcome packet of documentation at each home’s closing
- Can be framed and displayed in model homes
This Bennett Homes House features the ENERGY STAR® Advanced Lighting Package

The benefits of the ENERGY STAR Advanced Lighting Package at 21 Green St., Efficiency, WA 00000, include:

- **Savings of more than $131 per year in energy costs** compared to an equivalent all-incandescent lighting package.*

  *This Advanced Lighting Package consists of 18 ENERGY STAR qualified fixtures. Savings estimate assumes fixtures operating for 3 hours per day, at the local rate of $0.08 per kilowatt-hour. All savings assumptions are available upon request. Packages declared by third parties, but not verified by US EPA.

- ENERGY STAR qualified fixtures use approximately 75% less energy than standard incandescent fixtures.
- ENERGY STAR qualified light fixtures generate about 75% less heat, reducing expensive home cooling needs and keeping you more comfortable.
- Light bulbs in ENERGY STAR qualified light fixtures last about ten times longer than standard incandescent bulbs. This means fewer bulb changes in hard to reach places.
- ENERGY STAR qualified light fixtures carry two-year warranties—twice the industry average.

By including the ENERGY STAR Advanced Lighting Package, Bennett Homes helps reduce greenhouse gas emissions and saves customers money on their utility bills.

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

www.energystar.gov

Customized for each builder

Includes local utility logo (if desired)

Customized per home address

Savings customized per the utility rate and fixtures installed at the home address
Request yours today!

Declarations are acquired through an easy process. Send a request to: ENERGYSTAR_ALP@icfi.com

Builders provide each physical address, the name of the local utility provider, and the number of fixtures installed (qualified and otherwise). EPA will send back an electronic file for the builder to print out and provide to the home buyer.
Marketing Tools for the ENERGY STAR
Advanced Lighting Package

The Advanced Lighting Package — differentiating homes in the marketplace.

Case Study: John Smith, Shard Homes in the Connection with ENERGY STAR

Using the Advanced Lighting Package is a great thing to do for our communities, the environment, and our business.

The Customized Package

EPA
For More Information

For more information about ENERGY STAR light fixtures and the Advanced Lighting Package, visit www.energystar.gov

- Talk to an ENERGY STAR Partner showroom or electrical distributor
- Contact local utility program managers and implementers
- Discuss with local green building programs
For More Information

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Sea Gull Lighting
Acadia Series