

From: Lee Stevens [lees.eta@gmail.com]
Sent: 10/29/2010 11:16 AM MST
To: Maria Vargas
Cc: Daryl DeJean <daryl.eta@gmail.com>
Subject: Fwd: Energy Star Top Tier Feedback Due today

Good afternoon Maria,

Thank you for spearheading this massive program and for promoting transparency in performance with the consumer market. We agree: keeping the messaging and update of the Top Tier Products simple is key.

I have a few comments:

A. Approach #1 is simplest. I would vote for that.

B. Annual updates is best. No need for more than that. You are correct: the utilities rebates must follow. They don't update their programs right now as it is.

C. Ongoing messaging program to increase market adoption:

1. If your goal is to achieve a higher level of energy savings, I would share that goal target with the consumer:
example, " [Our national goal is to reduce energy consumption by 50% with appliances or Most Efficient Washer](#) ", then with each update (annual or every two years), show on a graph, what % of the goal you have reached.

2. [Adoption of green products](#) even with early adopters as many studies of late by utilities have shown is based on " peer pressure ". Outdoing your next door neighbor means you can use the "early adopter" testimonials to get later adopters to buy Top Tier products.

3. Trusted brands and Legal Enforcement of ES performance standards and disclosure is crucial to maintain your trusted brand status.

I know you have seen the attached WSJ article. What is described there is rampant. To prevent unreported claims and consumers from being misled,

Somewhere in the message to the consumer, I would recommend,

a. an 800 # or e-mail where you can file complaints or report manufacturers and retailers false claims.

b. Truth in advertising is hard to identify and verify with energy savings: the consumer must be educated on the laboratory testing behind the products with one simple statement.

For example, this dishwasher has been tested for energy efficiency and saved ____ per year as tested by _____ lab on _____ date.

c. Your webpage with all of the competing products listing should be on the "Top Tier Label" so that people can quickly go on their mobile phones with the right Apps to immediately check out the item.

d. Lab testing as evidenced by the attached article is a huge money making business: Terrachoice and UL together is almost a monopoly: oops, since you are the government, I should not may be bring this up.

Small businesses who are developing the highest performing products cannot afford the prohibitively expensive lab tests that these labs require; not only that, but unless you are a Fortune 500 brand and are in these labs all day with new products, you are an unknown and wait at the end of the line for 2 years.

My goal is to make you aware of the challenges of the small businesses that are faced with meeting your testing requirements whether in the consumers or business markets. These tests are worth a pot of gold. Therefore, letting the consumer know of these tests is valuable knowledge for the consumers and for the honest manufacturers.

D. You will find below my e-mail a manufacturer's viewpoint of your proposal. Jens Cutter is an inventor and has successfully launched many lighting products. He has an innovative idea for you too on ranking of Products.

Jens represent honest manufacturers who are meticulous about meeting standards of energy performance as well as other product performance standards.
We are all pitching for you to create this program quickly !

E. We were wondering if and when lighting will be included in Top Tier program. It is badly needed. The claims reported in the press from last year are still going on.

Thank you Maria for reviewing this e-mail among the thousands you are getting. Have a terrific weekend ! Best regards,

Lee
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----- Forwarded message -----

From: **Jens Cutter** <jcutter@duracellighting.com>

Date: Thu, Oct 28, 2010 at 1:52 PM

Subject: Re: Energy Star

To: Lee Stevens <lees.eta@gmail.com>

Cc: Daryl DeJean <daryl.eta@gmail.com>

Lee,

After reviewing the Top Tier Slides and Proposal, here are my comments...

NOTE: Since I am in LED lamps I will base my comments/examples relating to them.

1. Establish a Top Tier performance level we (everyone) all relate to. When we view a lamp, TV, Washer, etc and see a Silver Level ES Logo, we will automatically know there is a Gold somewhere and we will "search" it out to see what, if any, cost difference there is...

Gold: Best in Class. Exceeds ES "standard" baseline requirements by __%

Silver: Exceeds ES "standard" baseline requirements by __%

Bronze: Meets all ES "standard" baseline requirements

2. Promote and offer a higher REBATE for higher Tiers.

Gold: \$20.00 per lamp

Silver: \$10.00 per lamp

Bronze: \$5.00 per lamp

3. Due to rapid technology deployment in the lighting arena, I would recommend to test annually or every two years but ONLY if there was a low cost "re-testing"

method and test only the Watts vs. Lumens to determine your Tier Level. In other words, we spent 9+ months and thousands of dollars achieving the Gold level. Now due to rapid advances in the LED, after one year, my gold performing lamp is now at the Bronze Level. How do I maintain the Gold Level? Some extended thoughts need to go into this...

I hope this is what you are looking for and hope it helps... call me if you need more!

Regards,

Jens