



ENERGY STAR[®] **Residential Light Fixtures** **&** **The Advanced Lighting Package**

Supplement to ENERGY STAR Homes Specification Development 2009



Why use ENERGY STAR Residential Light Fixtures?

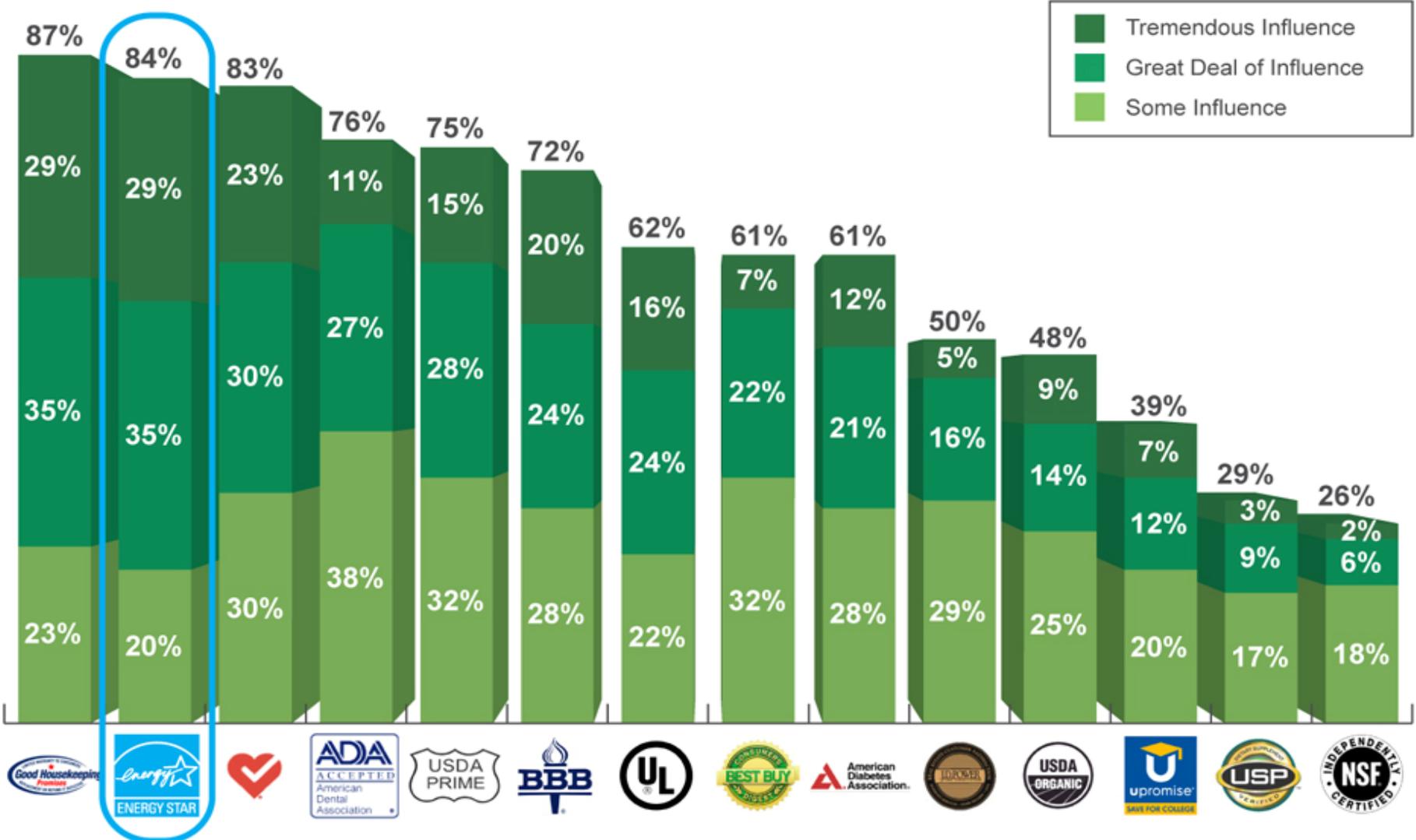
Why ENERGY STAR?



- 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





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



Sea Gull Lighting
Sussex Collection



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**



Progress Lighting
Savannah Series

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



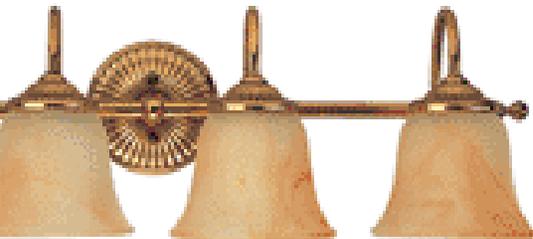
ENERGY STAR Qualified Examples: Hallway



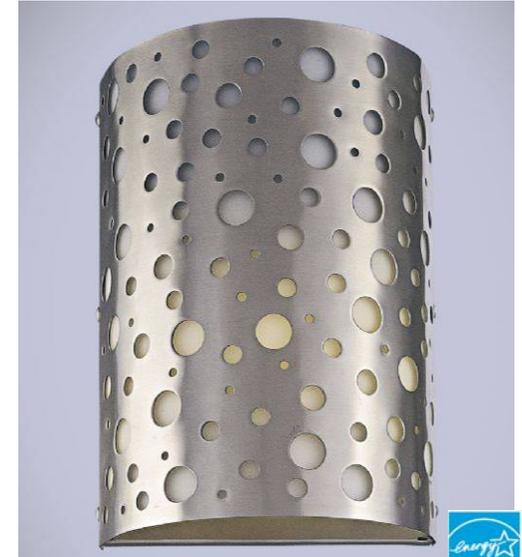
ENERGY STAR Qualified Examples: Kitchen Island



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.



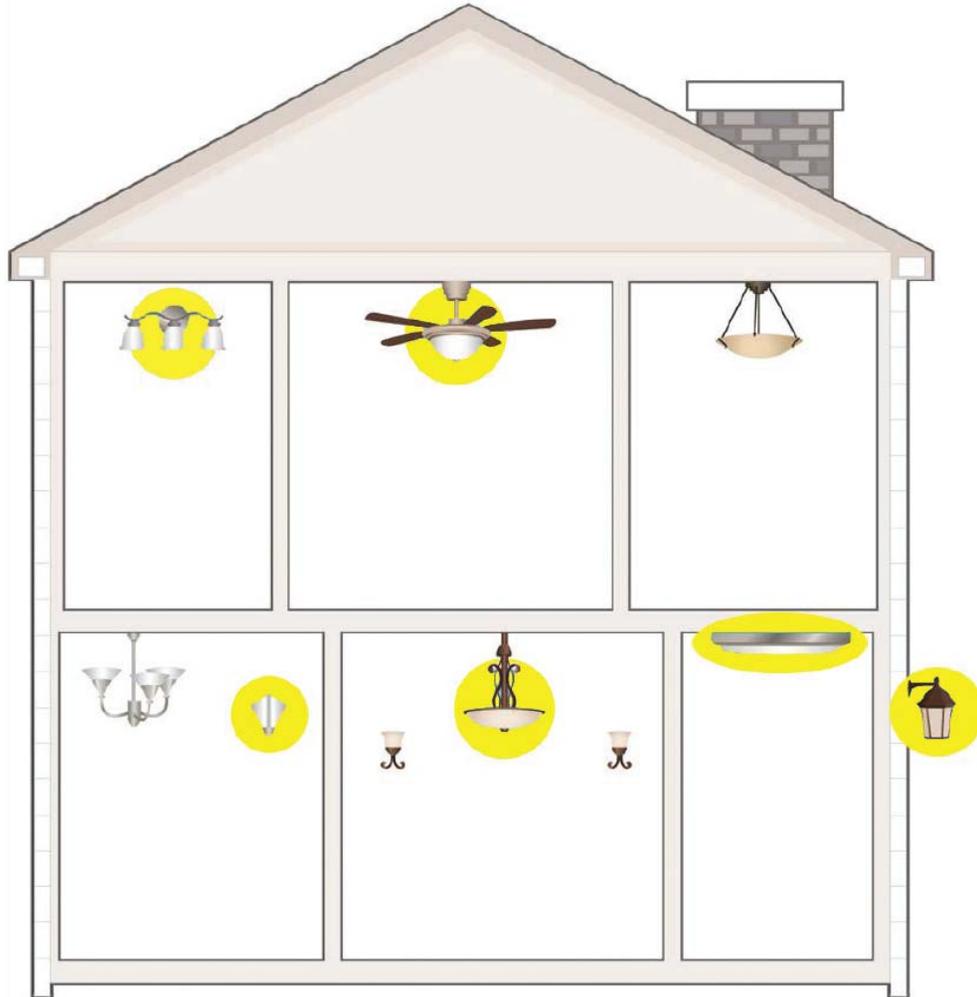
Understanding the ENERGY STAR Advanced Lighting Package

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

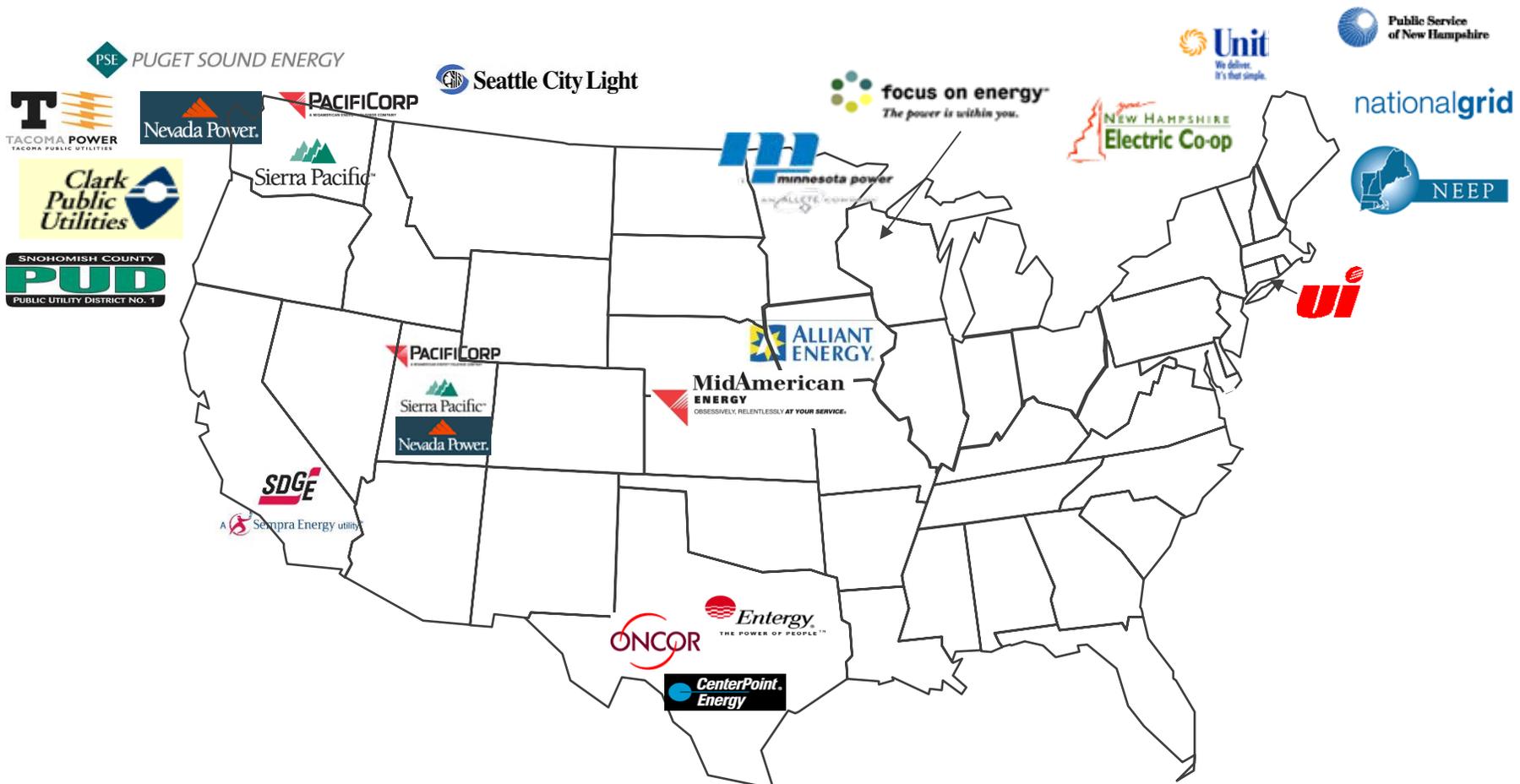
ENERGY STAR Advanced Lighting Package Builder Benefits



- **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 for fixture and/or Advanced Lighting Package incentives available to builders in your region.



Marketing Tools for the ENERGY STAR Advanced Lighting Package



This Bennett Homes House features the ENERGY STAR® Advanced Lighting Package

BENNETT
Living Architecture

PSE PUGET SOUND ENERGY
The Energy To Do Great Things

This Bennett Homes house features the ENERGY STAR Advanced Lighting Package, which means that more than 60% of the light fixtures and all of the ceiling fans are ENERGY STAR qualified.

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.*
- 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.



With an ENERGY STAR Advanced Lighting Package, 6 out of 10 light fixtures and all ceiling fans are ENERGY STAR qualified, using less energy, saving you money and keeping your family more comfortable.

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

*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 \$0.09 per kilowatt-hour. All savings assumptions are available upon request. Packages declared by third parties, but not verified by US EPA.

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

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 per home address

Customized for each builder

Includes local utility logo (if desired)

Savings customized per the utility rate and fixtures installed at the home address

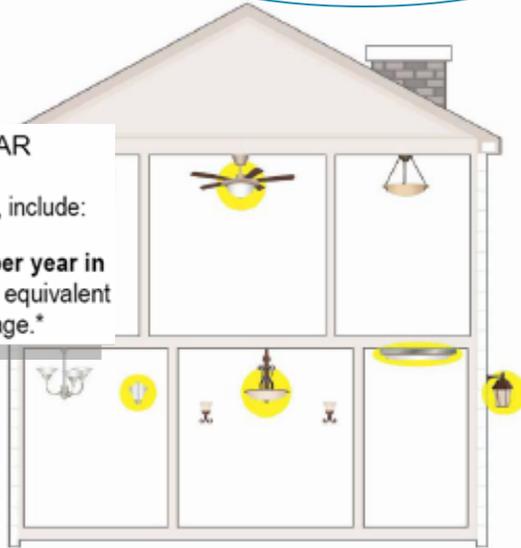
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WE SELL ENERGY STAR

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www.energystar.gov



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



ENERGY STAR

ADVANCED LIGHTING PACKAGE FOR NEW HOMES

COMFORT. SAVINGS. A BRIGHTER ENVIRONMENT. WHAT MORE CAN YOU ASK FOR?

ENERGY STAR

THE ENERGY STAR® ADVANCED LIGHTING PACKAGE

The Advanced Lighting Package — distinguishing homes in the marketplace.

Photograph Courtesy of Lighting Research Center (LRC). Photographer: Mittal Kalia.

ENERGY STAR

CHANGE FOR THE BETTER WITH ENERGY STAR

Products that earn the ENERGY STAR® promote green, cost-effective by meeting strict energy efficiency criteria set by the U.S. Environmental Protection Agency. www.energystar.gov

CASE STUDY: D.R. Horton

Stays Ahead of the Competition with ENERGY STAR®

For D.R. Horton, entering the extremely competitive Sacramento, California market was challenging at first. But the national builder found quick success through a simple strategy: build the most energy efficient homes in the area to differentiate from the competition. Rich Coyle, the division purchasing director, accomplished this by partnering with ENERGY STAR to include value added features like the ENERGY STAR Advanced Lighting Package (ALP).

D.R. Horton was able to quickly attract interested home buyers to its newest development, Sierra Valley Oaks, by offering new home buyers an "environmentally friendly" package including the ENERGY STAR ALP as a standard feature in all homes. Coyle comments that buyers "immediately recognize ENERGY STAR," and choose D.R. Horton homes for their ENERGY STAR features that lead to both energy savings and environmental protection.

"Using the Advanced Lighting Package is the right thing to do for our customers, the environment, and our business."

—Rich Coyle, D.R. Horton Sacramento, DR Division

D.R. Horton promotes the ENERGY STAR Advanced Lighting Package because of increased profitability, quick home sales, environmental protection, staying ahead of the competition, and their commitment to high quality products.

The Bottom Line Advantage

According to Coyle, the ENERGY STAR Advanced Lighting Package has had a positive effect on the sales of the Sierra Valley Oaks community. "We haven't had to 'sell

Sierra Valley Oaks at a Glance

Price range: \$400,000 to \$500,000

Description: 71 homes, 2,100 to 2,310 square feet

Lighting: 100% ENERGY STAR qualified fixtures standard in every home. Three ENERGY STAR qualified "luxury" lighting upgrade packages.

Not only does D.R. Horton offer a 100 percent ENERGY STAR qualified fixtures as standard in every home, Coyle is happy to report that they also offer three "luxury" ENERGY STAR qualified upgrade options. The standard package features polished brass fixtures, while "luxury" upgrades offer fixture packages from the Serenity or Brandwine families, all manufactured by Sea Gull Lighting. All Sierra Valley Oaks homebuyers visit D.R. Horton's design center to select their lighting fixtures. The new homeowners are so pleased with the ENERGY STAR lighting to customers, the lights sell themselves!" remarks Coyle. "The fixtures are very attractive and the lighting quality is very good. Using the Advanced Lighting Package is the right thing to do for our customers, the environment, and our business. You can do the right thing and make a profit." Within three weeks of opening the model homes, 100 percent of the phase one houses were sold. In the second month, all phase two homes also sold pre-construction.

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SEPA
Sustainable Energy Performance Award



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

