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ENERGY STAR® Lighting Newsletter

Lighting the Way to a Brighter Future



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Light Fair International 2015 is This Week in NYC!

VISIT US at booth #3177

This is the perfect time to have all your ENERGY STAR related questions answered by our experts and show us your latest products!

As a reminder for manufacturing partners please check out our helpful [guide on labeling](#) to make sure you are using the marks appropriately. Remember the marks may never be associated with products, homes, or buildings that are not certified as ENERGY STAR and there is no such designation as "ENERGY STAR Pending."

ENERGY STAR Lighting Specifications 2.0 Versions Underway



[Draft 2 of Version 2.0 ENERGY STAR specifications for lamps](#) is available for review, with comments due by May 8, 2015.

The new specification is being designed to raise existing minimum efficacy requirements, incorporate new technology, and sync the lamps specification with that being developed for luminaires.

Proposed updates include:

- Increased efficacy levels: The new specification introduces a 65 lumens per watt (lpw) efficacy requirement for the three main lamp types, with the exception of decorative lamps 7 watts or less, for a 55 lpw level.
- A widening of scope: The updated specification now includes connected lamps, color tunable lamps, and self-ballasted induction-driven electrodeless CFLs.
- More consistent requirements between lamp and luminaires specifications, including testing color tenability, start time, run up time, color angular uniformity, and color maintenance.



Just released: Draft Final [Version 2.0 Specification for ENERGY STAR certified Luminaires](#).

Goals of the revision:

- Streamlining and simplifying requirements, testing, and certification.
- Increasing efficacy levels to keep pace with new technology and capture greater energy savings.
- Increasing flexibility to broaden the selection, customization, and availability of a wide variety of ENERGY STAR certified luminaires.

More information is available at energystar.gov/luminaires. Final comments on Luminaires Version 2.0 may be sent to lighting@energystar.gov by May 22.

Plan your Trip! October 11-13 Portland, OR 2015 ENERGY STAR Products Partner Meeting

The EPA is proud to welcome you to another annual ENERGY STAR Products Partner Meeting. Mark the dates on your calendar and plan your stay to get the most out of this important training and networking



opportunity. Lighting stakeholders should plan to arrive on Sunday October 11 and stay at least through Tuesday to take advantage of all the lighting related content, networking, and exhibit opportunities.

The three day meeting will include plenary sessions with policy and program updates at the national, regional, and local levels; topical sessions to expand on certain plenary topics and address a range of product-specific issues; campaign and communications sessions; an ENERGY STAR product expo; and the opportunity to organize and conduct one-on-one networking meetings and interact with other ENERGY STAR stakeholders. Lighting sessions will be held on Monday, October 12 and important cross cutting plenary and topical sessions as well as exhibits and networking events for lighting partners will be held on Tuesday, October 13.

Planned lighting sessions topics include:

Lighting Rebates: Panelists will discuss the important role rebates play in a utility's overall energy efficiency portfolio and how program approaches may be evolving in the future.

Lighting Specification Updates: An interactive session that will touch upon the latest updates to the lamps and luminaires specifications.

Lighting Technical Working Group: A working session to facilitate discussions about technological developments and what stakeholders or EPA should be looking at for the future. Topics will include: connected lighting, what we have learned from post market product testing, and the latest updates in lighting standards. Please let us know if you'd like to speak on a related technical topic for this discussion.

Marketing Research and Outcomes: Panelists will discuss examples of how market research has helped inform lighting marketing plans and drive better outcomes for their programs.

Lighting Marketing Working Group: A forward-looking session to discuss specific marketing initiatives, partner needs, and how EPA can best support partners in marketing ENERGY STAR lighting products.

The meeting is open to all ENERGY STAR partners and stakeholders.

Attendees will include:

- Utilities and other energy efficiency program sponsors
- Retail partners
- Manufacturing partners
- Organizations involved in the ENERGY STAR Third Party Certification program
- Other organizations from the energy efficiency community.

Travel Information

[Hilton Portland & Executive Tower.](#) Information on our room block has been sent via email and is posted online at energystar.gov/partnermeeting. Remember to take advantage of all three days.

Sponsorship

If you are interested in lending your support to the meeting, co-sponsorship opportunities will be available. Please contact Elizabeth Caiafa, ICF International, at elizabeth.caiafa@icfi.com.

Thank you and we look forward to seeing you at the 2015 ENERGY STAR Products Partner Meeting in Portland, OR!

Congratulations, ENERGY STAR Partner of the Year 2015 Winners!



EPA congratulates the lighting manufacturing, retail, and utility partners who have excelled in energy efficiency innovation, education, and public service this past year. Visit energystar.gov for a list of all the 2015 Partner of the Year award winners.

2015 ENERGY STAR Lighting Marketing Plans

This year, we're focused on the many benefits related to ENERGY STAR certified LED lighting: dimming, color, lifetime savings, rebates, and renovating with ENERGY STAR lighting. We started off the year by promoting dimming with a fact sheet, shareable graphics, and social media content.

A couple in bed, with a woman in a red top and a man in a white shirt, looking at each other. The background is dark, and the text is overlaid on the left side of the image.

**HUGGABLE
LOVABLE
ROMANCEABLE
DIMMABLE**
ENERGY STAR® LED BULBS



Make sure your LED bulbs are ENERGY STAR certified and dimmable.

Encouraging consumers to “Set the Mood, with ENERGY STAR certified LED bulbs”, EPA published a new ENERGY STAR promotional page for [dimmable LED lighting](#) and an [infographic](#) summarizing the benefits of ENERGY STAR certified dimmable lighting. These assets can all be used to highlight dimmable ENERGY STAR certified LED lighting to your customers.

LED lighting represents a huge opportunity for consumer savings, and ENERGY STAR plays a valuable role in ensuring that consumers have a strong first-user experience. This year we are continuing to invest in the promotion of ENERGY STAR certified LED lighting as the “Bright

June

ENERGY STAR certified LED lighting for renovations: Starting the end of June, we will emphasize home renovations with ENERGY STAR certified LED lighting. For this push, we plan to create a renovation guide, collaborate with a writer that works with Houzz, and host a Twitter party on June 23rd.

Fall



ENERGY STAR Change the World Tour 2015

EPA ENERGY STAR would like to thank you for your role in making our first ENERGY STAR Change the World community service tour a big success. Partners from across the country held awesome events that both served the community and helped educate Americans about saving energy and protecting the climate. This fall we are excited to launch the 2nd annual tour, and plan to put ENERGY STAR certified LED lighting at the center of our community service activities. Details will be shared with all partners in the coming weeks. If you are interested in learning more now, contact gordon.brittney@epa.gov.

Check out this [video](#) to see the highlights of last year's tour.

Winter

Benefits of color: Next, we plan to dive into educating consumers about color quality and how they can choose bulbs of the same shade consistently. We will promote this benefit through social media and create a fact sheet for reference. Because lifetime savings and rebates are a consistent benefit to consumers, we will promote these messages throughout the entire year.

As a culmination, we will release a series of promotional videos that will cover some of the benefits associated with ENERGY STAR certified LED lighting.

Each of these tactics provides opportunities for partners to get engaged via social media, provide fact sheets to your customers, share and promote our new video series, and spread the word to your customers about the many benefits of ENERGY STAR certified lighting products.

The opportunity to promote ENERGY STAR certified LED lighting for renovations is coming up in June. Contact Sean Nyhan (sean.nyhan@cadmusgroup.com) and Latosha Thomas (thomas.latosha@epa.gov) if you are interested in this effort or any of our other plans for the year.

Free ENERGY STAR Marketing Resources!

- [Dimmable ENERGY STAR Infographic](#)
- [ENERGY STAR Lighting Resources](#)
- [Light Bulbs Product Finder](#)
- [Light Bulb Purchasing Guide](#)

Partner Training Resources:

- [ENERGY STAR Products Partner Meeting](#)
- [“Illuminated” – EPA’s Lighting Podcast](#)
- [ENERGY STAR Lighting Training Center](#)



- [ENERGY STAR Lighting FAQs “Ask the Expert” Video](#)
- [Interactive Choose a Light Guide](#)

Highlight Your Latest and Greatest ENERGY STAR Certified LED Lighting Products!

The [ENERGY STAR lighting Facebook tab](#) highlights ENERGY STAR certified lighting products in the marketplace, shares purchasing tips, and highlights the quality that these ENERGY STAR lighting products provide to customers. Partners can take advantage of this marketing opportunity for free.



Utility programs can leverage all the content right on your own Facebook tab, seamlessly co-branding the tab, and product manufacturers and brand owners can gain increased visibility by showcasing the latest certified products, videos, and reviews. To see how this promotion works and how you can promote your partnership with ENERGY STAR check out the current sweepstake from Philips running on the Facebook tab. ENERGY STAR is also planning to feature the tab at [energystar.gov](#) to increase exposure of this helpful resource. Submit your graphics, videos, blog posts, and articles to Lighting@energystar.gov.

QUESTIONS?

Be sure to contact lighting@energystar.gov.

Help Us Keep Our Mailing List Up To Date!

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As always please feel free to send us any questions or suggested topics for our next newsletter!



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