



# ENERGY STAR® Lighting Newsletter

## LIGHTING THE WAY TO A BRIGHTER FUTURE

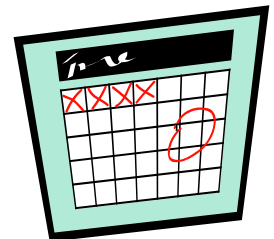
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### Get Ready! MAJOR MILESTONES for ENERGY STAR Light Bulbs are Right around the Corner

The Lamps V1.0 specification released in August 2013 combines the Compact Fluorescent Lamp (CFL) and Integral LED Lamp specifications into a single, technology neutral specification. [More than 400 light bulbs](#) have already been certified to the new specification. The transition to the new specification will take place over several months and includes the following milestones:

#### IMPORTANT DATES

- **May 30, 2014:** Cutoff date for certifying to the CFL V4.3 or Integral LED Lamps V1.4 specifications.
- **September 30, 2014:** Lamps V1.0 specification is effective. To bear the ENERGY STAR label, light bulbs manufactured after the effective date must be certified to the new specification.



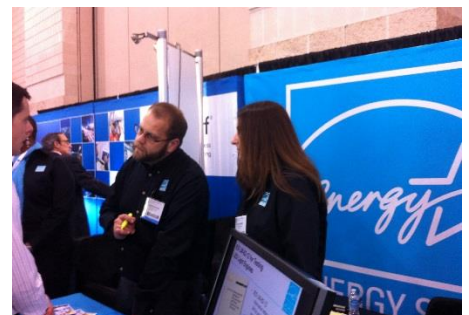
**Retailers**, during this time of transition, we recommend steps be taken to disassociate the ENERGY STAR label from non-qualifying models in advertising, online, on point-of-purchase materials, and in other marketing materials. Retailers are not required to cover labels on any models manufactured before the effective date of a new specification. If non-qualifying models remain on the sales floor after the effective date, EPA encourages retailers to inform sales associates, in order to avoid potential consumer dissatisfaction in the event that a rebate is not approved.

For any additional questions about the lamps transition process, please email [lighting@energystar.gov](mailto:lighting@energystar.gov).

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### Come See Us at Lightfair International!

Visit the ENERGY STAR booth (#7846) at Lightfair International in Las Vegas! This year, EPA is also presenting an [ENERGY STAR Lighting Certification Short Course](#) workshop on June 2<sup>nd</sup>. This course will review certification requirements, the third party certification process, and highlight EPA tools to assist partners in getting quality products to market quickly and efficiently. It's a great workshop for new partners and new employees. Also, among many other great sessions, check out two from our partners focusing on incentivizing lighting design: on [June 2<sup>nd</sup>](#) and [June 4<sup>th</sup>](#).



And don't forget to mark your calendars for the **2014 ENERGY STAR Products Partner Meeting, October 27-29, 2014 in Phoenix, Arizona**. For the most up-to-date details on this year's meeting, please visit [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting).

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## Are You a Private Labeler or an OEM?

EPA partners with brand owners who label products for purposes of ENERGY STAR certification. Certification Bodies (CBs) are required to confirm the brand owner when certifying ENERGY STAR products and associate the product with the brand owner as the ENERGY STAR partner as documented in [Directive #2012-02: ENERGY STAR Brand Owner Policy](#). CBs are also required to maintain information on product availability per [Directive #2014-01: Responsibilities for Maintaining Product Certifications](#). Only certified products that are currently available for sale in the US and/or Canadian markets are listed on the ENERGY STAR website.

Original equipment manufacturers (OEMs) or others may certify products on behalf of brand owner with permission; however the certification must be associated with the brand owner. As a result, brand owners are responsible for meeting all partnership requirements, including:

- **Unit Shipment Data:** On an annual basis, brand owners are required to submit one unit shipment data form that encompasses all shipments of products in each category. If a brand owner is a labeler who works with multiple OEMs, the brand owner should coordinate with all suppliers to aggregate shipment data prior to submitting this information to EPA. OEMs who also sell products under a brand they own are specifically instructed to only provide these shipments to EPA to avoid double counting.
- **Verification Testing:** While OEMs may have products certified on behalf of a brand owner with the appropriate permissions in place, brand owners are required to be the partner associated with the product and are therefore responsible for working with CBs to facilitate verification testing.

Note that partnership is not available for OEMs or others that do not own consumer facing brands. For more information, please visit [www.energystar.gov/3rdpartycert](http://www.energystar.gov/3rdpartycert).

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## The Future of ENERGY STAR Lighting

EPA and the National Electrical Manufacturers Association (NEMA) held an ENERGY STAR lighting road mapping discussion with lighting stakeholders on January 30, 2014 to facilitate discussions and ongoing engagement regarding the future of the ENERGY STAR lighting program.

Numerous topics were discussed, including ENERGY STAR product specifications, verification testing, and market trends and research needs. Going forward, EPA and NEMA will facilitate a set of conference calls through the fall of 2014. To stay up to date on the discussions and outcomes, please visit <https://www.energystar.gov/products/specs/lightingroadmapping> or contact Alex Boesenberg, NEMA at [alex.boesenberg@nema.org](mailto:alex.boesenberg@nema.org) to participate in the next conference call.

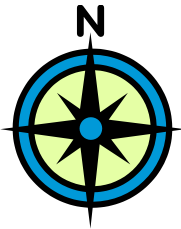
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## Tips for Navigating Verification Testing

There has been some confusion among partners when it comes to verification testing; below are some important clarifications for manufacturers and labelers.

Per the ENERGY STAR partnership commitments, once a product is certified, ENERGY STAR partners are responsible for making sure that the product being sold to the consumer continues to meet the ENERGY STAR requirements. Certification Bodies (CBs) must be informed if the product is changed.



Product availability information must be kept up-to-date through your CB. Partners must notify their CB if products are not currently available prior to products being selected for verification testing. When products are found during the verification testing process to no longer be available, the CBs are instructed to select alternate models for verification testing based on your certified products currently available for sale. Set up regular reminders on your calendar to review your product availability. If you know when products are going to stop being manufactured in the future let your CB know so they can log the date in their system.

### Reminders for Partners using the CSD:

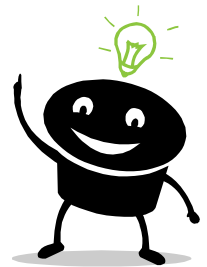
Partners are responsible for participating in verification testing of products directly with their certification body. Even when using the CSD, it is still the luminaire manufacturer's responsibility to make sure the test data associated with the light source and continued performance meet the ENERGY STAR requirements for the particular luminaire application.

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## Lighting Made Easy: Cut through the Confusion of Choosing a Light

It's no secret that purchasing a light bulb can be a confusing endeavor with the wide range of choices now available on the market. Fortunately, this topic has been getting a lot of attention in recent months. In February, NPR featured Noah Horowitz from the National Resources Defense Council in a story that educated consumers on how to purchase bulbs, including the important guidance to look for ENERGY STAR certified products. You can read and listen to the story [here](#).



ENERGY STAR's two-part lighting podcast "Illuminated" provides a good dialogue on the changing lighting market and guidance on how to shop for energy efficient light bulbs. Visit [www.energystar.gov/podcasts](http://www.energystar.gov/podcasts) or search for the ENERGY STAR podcast on your device to listen to "Illuminated."

EPA breaks down buying a light bulb into four easy steps in this [short video](#).

EPA provides updated troubleshooting and buying guidance on [www.energystar.gov/lighting](http://www.energystar.gov/lighting).

### Want to Strengthen Your Customer Education? Let's Work Together to Make it Happen!

Do you want to be more effective in connecting with your customers and cutting through the confusion? A lot of peers need this too and voiced an interest in collectively figuring out a better way to successfully connect consumers with ENERGY STAR certified lighting products so they will come back for more. We are leading the way by pooling key stakeholders and resources to uncover specific, effective messages and tools. Interested? We're looking for a range of perspectives from program managers, marketers, and market researchers. **Join us for a call on May 29, 2014 from 1:30-3pm to discuss this important topic.** Please contact Taylor Jantz-Sell or Alex Boesenberg, NEMA at [alex.boesenberg@nema.org](mailto:alex.boesenberg@nema.org) to participate.

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## Calling all Pinterest Fans!

Do you have pinnable graphics that feature ENERGY STAR certified lighting products? How about a great infographic about energy efficient lighting? Or a new ENERGY STAR certified lighting product or line of certified products that you are trying to spread the word about? ENERGY STAR joined Pinterest, and we want your products and tools to be part of our lighting board!



We are inviting our partners to share images, infographics, videos, and other creative content about ENERGY STAR bulbs and fixtures to add to our board. If you have something you would like us to add, please email it to [christa.beal@icfi.com](mailto:christa.beal@icfi.com).

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## ENERGY STARs Shine Bright for Earth Day and Earn Recognition at Annual ENERGY STAR Awards



Bulbs.com celebrated Earth Day this year by offering a promotion that provided customers with two 60W equivalent ENERGY STAR LED light bulbs and a reusable tote bag with a purchase of \$200 or more. The promotion began on Earth Day, April 22<sup>nd</sup>, and ended on April 27<sup>th</sup>.

EPA would also like to congratulate the lighting partners recognized at the 2014 ENERGY STAR Awards held on April 29, 2014: [Cree, Inc.](#), [Good Earth Lighting, Inc.](#), [Maxlite](#), [Philips Lighting Company](#), [Technical Consumer Products, Inc. \(TCP\)](#), and [Metro Lighting](#). Read about their great work to support ENERGY STAR [here](#).

Are you doing something new and notable to promote ENERGY STAR lighting? Share your story by contacting Christa Beal at [christa.beal@icfi.com](mailto:christa.beal@icfi.com).

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## Don't Forget about ENERGY STAR's Great Marketing Resources!

Free resources available to partners: use to educate consumers, colleagues, social media followers, friends and family too!

["Illuminated" – EPA's Lighting Podcast](#)

["Ask the Expert" Video](#) **NEW!**

[Interactive Choose a Light Guide](#)

[Lighting Made Easy Purchasing Guide](#)

[ENERGY STAR Lighting Resources](#) **Updates!**

[ENERGY STAR Products Partner Meeting](#)

[ENERGY STAR Lighting FAQs](#)

[Light Bulbs Product Finder](#)

[Light Fixtures Product Finder](#)

[ENERGY STAR Lighting Webinars](#)