



Market Barriers

Lighting Fixture Manufacturer Perspective

2006 ENERGY STAR Lighting Partner Meeting

Chris Primous

Product Manager – Progress Lighting

March 2006



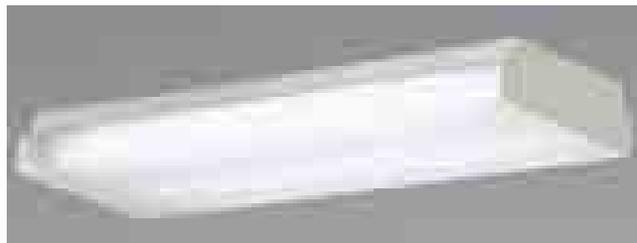
- 1906
- 1907
- 1918
- 1921
- 1934
- 1940
- 1958
- 1959
- 1961
- 1980
- 1993
- 1995
- 2008

Barrier: Lack of Awareness of the availability of Decorative Energy Efficient Fixtures.

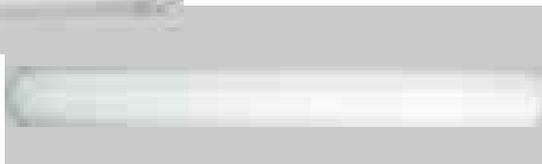
“Of course I know about fluorescent fixtures, those are those things in my laundry room and at my office at work”



Barrier: Lack of Awareness



- Consumers know about these:
- CFL lamps that replace med. base Inc lamps
 - "Utilitarian" linear fluorescent fixtures



1908
1907
1918
1931
1934
1940
1954
1958
1961
1968
1993
1995
2008



Barrier: Lack of Awareness

But Do consumers know about these?:

- Decorative CFL fixtures that look like incandescent fixtures
- Warm color temperature that resembles INC is available



Barrier: Lack of Awareness



- Showrooms not showing enough decorative ENERGY STAR fixtures
- Not enough consumers are informed about what warm vs cool means and the benefits of using fluorescent fixtures

Thomasville
LIGHTING



Barrier: Dimming CFL fixtures

“I have this nice energy saving fixture in my dining room,..but it’s too bright!”



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Barrier: Dimming CFL Fixtures



- Once a CFL chandelier, or all high wattage CFL recessed cans are placed in a home, the homeowner is “stuck” with one illumination level
- Viable residential CFL dimming is not yet readily available
- Ballast manufacturers have not developed consumer-level fluorescent dimming products

1906
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1924
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Barrier: Availability of ENERGY STAR fixtures

“Looks pretty in your catalog, but nobody has stock of the darn thing!”



Barrier: Lack of Availability



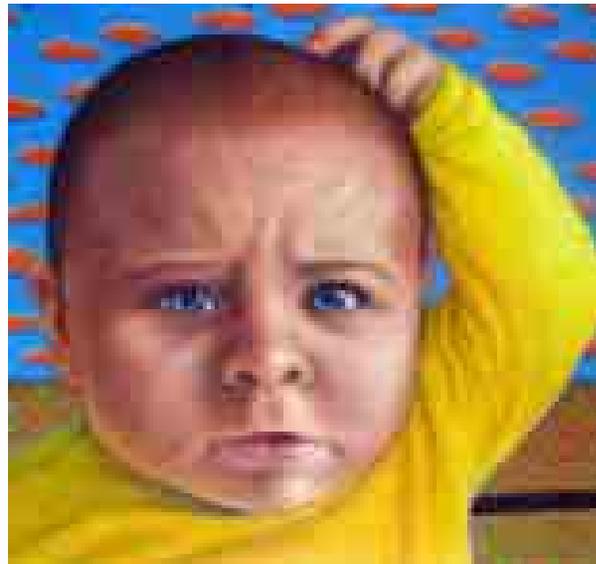
- Classic chicken/egg problem
- Products are not stocked due to sales volume/lack of purchases; lack of purchases due to availability
- Manufacturers/distributors face risk stocking products that are not high volume movers
- For builders, pricing of CFL packages much more than typical INC package with less flexibility



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Barrier: Confusing and cumbersome utility partner programs

“You want us to fill out how many pages of this??”



Barrier: Utility Programs



The image shows a screenshot of a utility program application form. The form is divided into several sections, with the top section containing a header and the main body consisting of numerous rows and columns of input fields. The form is mostly filled with light blue and white colors, indicating a complex and detailed application process.

- Participation in the programs sometimes requires lengthy and detailed information from the participants
 - More participation could be achieved if made more simple
- Some programs feature one lump sum for lamps/fixtures; and focus primarily on lamps, not fixtures





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