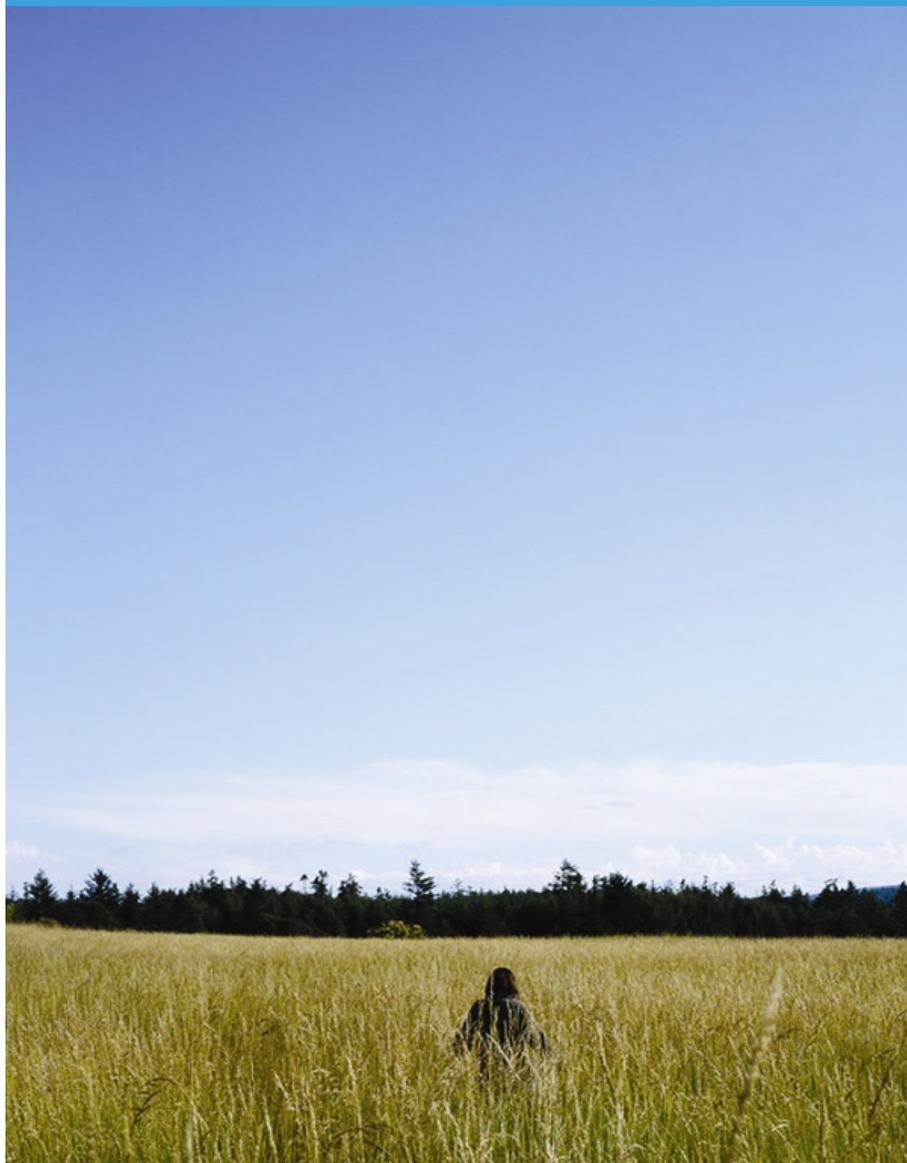


ENERGY STAR[®] QUALIFIED LIGHTING



ELECTRICAL DISTRIBUTORS TRAINING

What is ENERGY STAR?



ENERGY STAR is the government-backed program that helps consumers identify energy-efficient products.

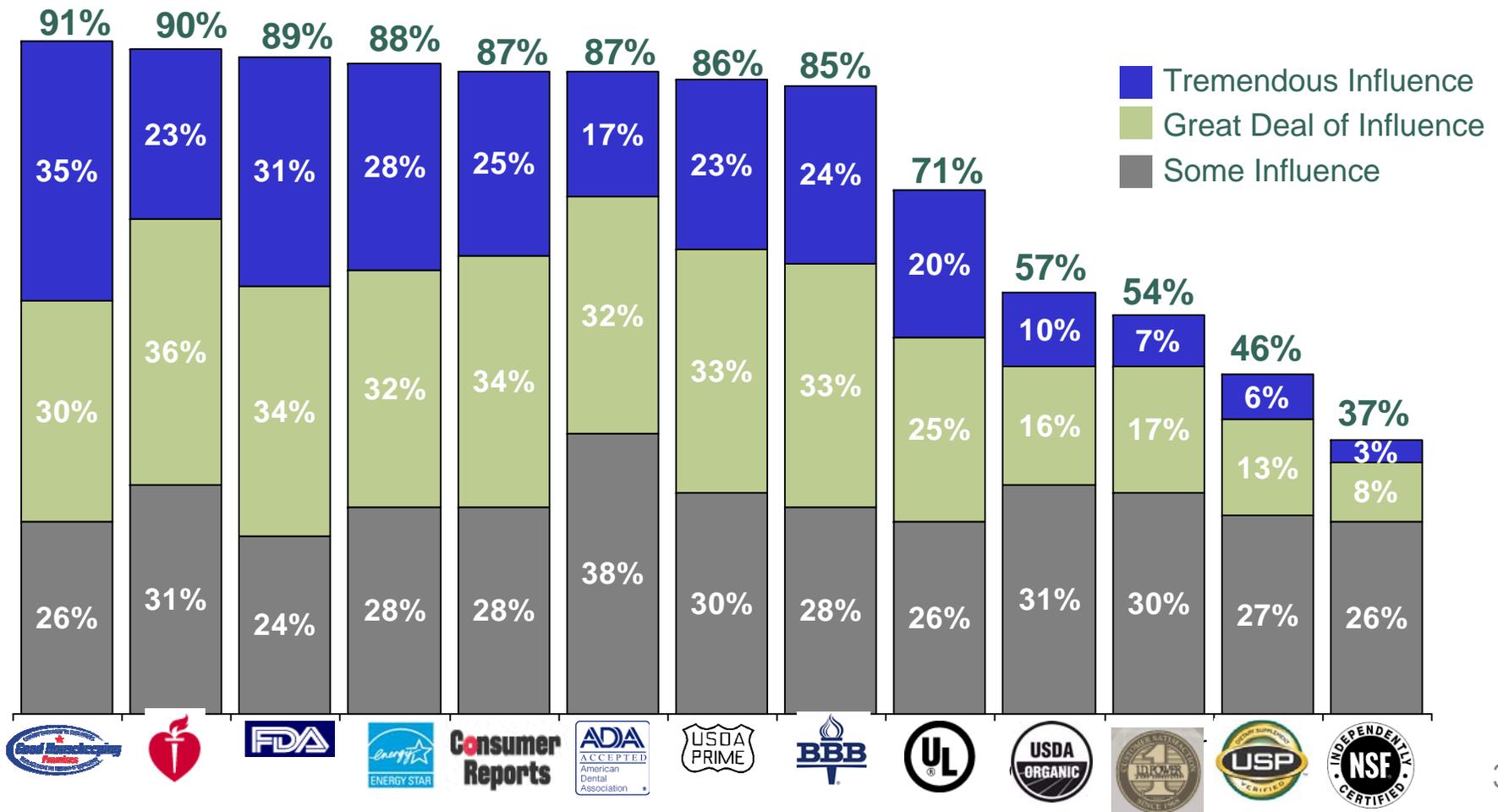
ENERGY STAR qualified products:

- Save energy
- Save money
- Save the environment

About ENERGY STAR



The ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the *Good Housekeeping Seal* and *Consumer Reports*.



Source: Fairfield Research 2003 survey of 4211 respondents, sponsored by Good Housekeeping

ENERGY STAR Qualified Light Fixtures

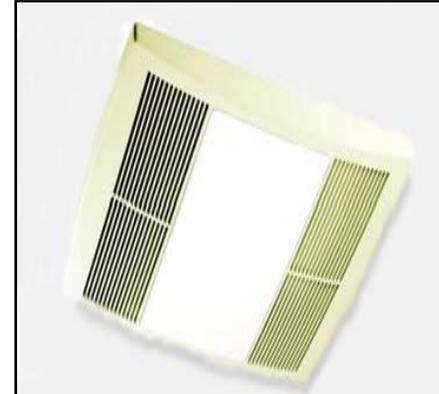
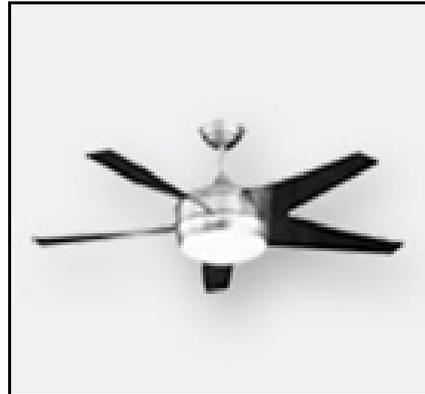


- More than 90 fixture manufacturers have qualified decorative products.
- There are thousands of high-quality decorative qualified fixture models available.
- Residential lighting fixtures can be hard-wired or portable, including indoor and outdoor fixture categories.
- Qualified fixtures are designed around efficient light sources, resulting in better optics.
- Use about 75% less energy than conventional fixtures—saving in energy costs throughout the product's lifetime.
- Qualified fixtures and bulbs produce about 75% less heat than standard incandescent lighting—reducing home cooling demands.
- Bulbs in qualified fixtures only need to be changed once every 7 years on average—convenient for hard-to-reach fixtures.

ENERGY STAR Residential Lighting Categories



- Residential Light Fixtures
- Ceiling Fans
- Vent Fans



ENERGY STAR Residential Light Fixtures & Applications



Pendant Mounted
foyers, kitchens



Close-to-Ceiling
hallways, kitchens,
baths



Portable
living, bedroom
home office



Wall Mounted
baths, living



Recessed
living, kitchen,
hallway



Outdoor
yard, walkway,
facade lighting



ENERGY STAR Qualified Indoor Fixtures



Complete fixture, ballast, and bulb:

- Less Heat = reduces air conditioning costs
- Less Energy = lower utility bills
- Excellent Color Rendering
(≥ 80 CRI) = colors look natural
- “Dedicated” pin-based bulbs = longer lamp life than incandescent
- Electronic Ballast -- Flicker-free, no hum or buzz. Ballast must meet heat test criteria to avoid premature failure. Must be easily replaceable.
- 2-year Warranty = customer security
- Instant-on = customer satisfaction
- Laboratory Verified = quality control
- Ships with Bulb = consumer acceptance
(note: recessed and linear are exceptions)



ENERGY STAR Qualified Outdoor Fixtures



- Integral Photosensor
 - Automatic shut-off during daytime
- Reduced energy by using CFL or motion sensing incandescent
- Electronic ballast, instant-on (CFL)
- 2-year manufacturer warranty—double the industry standard
- Laboratory verified



ENERGY STAR Qualified Ceiling Fans



- Move more air, or cubic feet, per minute (CFM per watt consumed) = energy savings
- Less energy = lower utility bills
 - Additional savings through higher thermostat settings in the summer
 - Additional savings in the winter when run in reverse to push hot air down
- Extended warranty = customer security
 - 30-year motor warranty
 - 2-year light kit warranty
 - 1-year component warranty
- Fans with light kits:
 - Flicker-free, no hum or buzz
- Qualified ceiling fans with light kits are about 50% more efficient than conventional fan/light units and qualified light kits produce about 75% less heat.
- Can qualify with or without lighting
- Verified by third-party laboratories



ENERGY STAR Qualified Vent Fans



- Qualified vent fans with lighting use 70% less energy than standard models, saving \$120 in electricity costs over the life of the fan.
- Quiet operation
 - 50% quieter than average standard models
- 1-year warranty
- Light kits must meet fixture requirements
- Laboratory verified



Residential Light Fixtures & GU-24 Lamp Base



Many ENERGY STAR qualified residential light fixtures use bulbs with a GU-24 “Twist and Lock” base.

- Similar to a screw-base CFL, but instead of a screw-base the ballast connects to the GU-24 base with pins
- Available in integrated (lamp and ballast in one) and modular units (lamp and ballast separately interchangeable)
- Standardized for interchangeability between manufacturers
- Allows for easy ballast replacement
- Ballast is not dedicated to one wattage—consumers can easily change the wattage or color (similar to incandescent bulbs)
- Provides an easy solution to convert incandescent fixtures to be ENERGY STAR qualified
- Allows permanent energy savings in an easily integrated design



What is the ENERGY STAR Advanced Lighting Package (ALP)?



- A comprehensive set of ENERGY STAR qualified light fixtures and ceiling fans
- Must consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures—indoor and/or outdoor
- In addition to the light fixture requirements, all ceiling fans must be ENERGY STAR qualified for a lighting package to receive the ALP designation
- ENERGY STAR qualified ceiling fan light kits can be counted toward the ALP 60% requirement

For more information on the ALP visit:
www.energystar.gov/training



What is the ENERGY STAR ALP? (cont'd)



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



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 \$130 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 16 ENERGY STAR qualified fixtures. Savings estimate assumes fixtures operating for an average of 3.13 hours per day, at the local rate of \$0.08 per kilowatt-hour. All savings assumptions are available upon request. Packages declared by third parties, but not verified by US EPA.

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



- Builders see the ALP as a differentiator for their homes in the marketplace
- The 60% requirement of ENERGY STAR qualified fixtures allows some incandescent products to be included in the package
- Builders look to electrical distributors for support in creating ALPs
- The ALP provides an opportunity to sell higher price point housepacks
- The image on the left is an ALP Declaration which builders can now use to promote the ALP to their customers

Why Sell ENERGY STAR?



- Each product line has its own set of criteria
 - Most products include quality criteria in addition to energy-efficiency criteria
- Increased sales and profits
- Position yourself as a leader
- Old incandescent technology is going away – move with the times
- ENERGY STAR quality – fewer problems, fewer call backs
 - Quality control and extended warranties provide customer satisfaction and security
- Demand for products and interest in building green from builders, contractors, and homeowners
- Saves consumers money and helps protect the environment
 - Customers benefit from energy savings that result in lower utility bills

Promoting ENERGY STAR



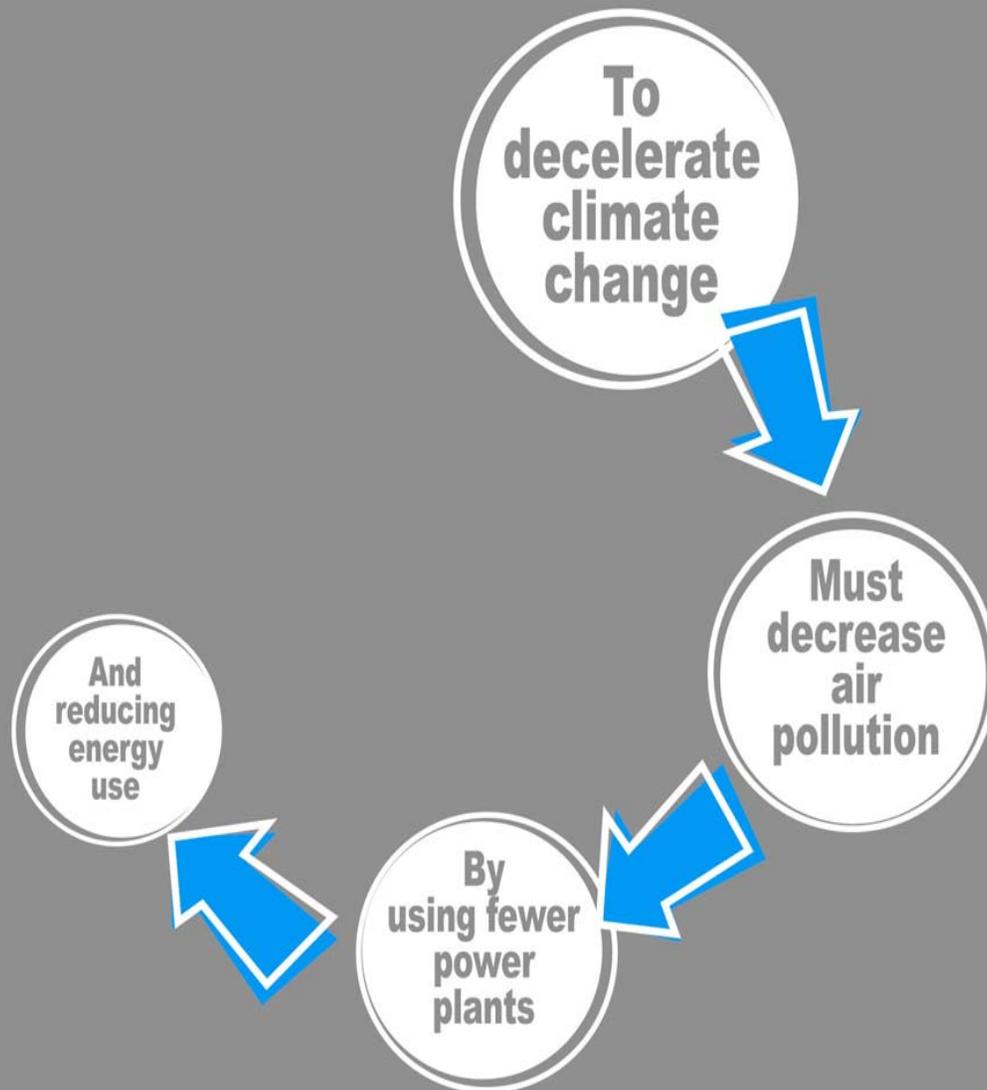
- Learn about ENERGY STAR qualified products
 - Participate in ENERGY STAR trainings
 - Visit the ENERGY STAR Training Center (ESTC) www.energystar.gov/training
- Stock, display, and sell ENERGY STAR products
- Point of Purchase (POP) Materials
 - Brochures, stand-up cards, window clings, and hang tags are available for use from the ENERGY STAR Web site
- Work with your local utility or government partners to participate in promotions for the national *“Change the World, Start with ENERGY STAR”* campaign
- Become an ENERGY STAR Electrical Distributor Partner
- Ask your manufacturers about their ENERGY STAR qualified products

ENERGY STAR Partnership Benefits



- Distributors can become an ENERGY STAR partner in three ways:
 - Under the National Association of National Electrical Distributors (NAED) partnership agreement
 - Under the National Association of Independent Electrical Distributors (NAILD) partnership agreement
 - Independent distributors must complete an individual partnership agreement
- Use of ENERGY STAR Partner logo on marketing and advertising materials
- Access to free marketing materials, i.e. pre-developed promotional materials and builder, distributor, showroom case studies
- Listing on the ENERGY STAR Store Locator Web site – a resource used by utilities, government partners, and builders
- Access to www.quantityquotes.net that links institutional and corporate purchasers to ENERGY STAR partners offering bulk procurement arrangements
- ENERGY STAR notifications and updates
- Up-to-date information on ENERGY STAR campaigns
- Identification of your company as an energy efficiency leader

Saving Energy Helps Protect the Environment



FACT:

If every American home replaced their five most frequently used light fixtures or the bulbs in them with ENERGY STAR qualified models, we would save close to \$8 billion each year in energy costs, and prevent the greenhouse gases equivalent to the emissions from nearly 10 million cars.

ENERGY STAR Qualified Light Fixtures: Overview



ENERGY STAR:

The government-backed program dedicated to helping consumers protect the environment through superior energy efficiency. Look for the ENERGY STAR label on qualified light fixtures.

ENERGY STAR Qualified Light Fixtures:

- Thousands of high-quality decorative qualified fixtures to choose from.
- Are designed around compact fluorescent light sources for improved performance.
- Use 75% less energy, saving in energy costs throughout the product's lifetime.
- Qualified fixtures and bulbs produce 75% less heat than standard incandescent lighting—reducing home cooling demands.
- Use long-lasting bulbs that only need to be changed once every 7 years on average.
- Carry a 2-year warranty—double the industry standard.



A user-friendly and easily navigable micro-site containing training tools for partners. Users can navigate throughout three main categories to find training resources relevant to them: products, campaigns, utilities/energy efficiency program sponsors.

Benefits:

- **EASY:** Access to all ENERGY STAR training materials and resources on your own.
- **ACCURATE:** The most current training materials to share with your sales associates for increasing the sale of ENERGY STAR qualified products and services.
- **RELEVANT:** A location for collaboration and idea exchange with other partners.

To LEARN MORE, visit the ENERGY STAR Training Center site at:

www.energystar.gov/training