



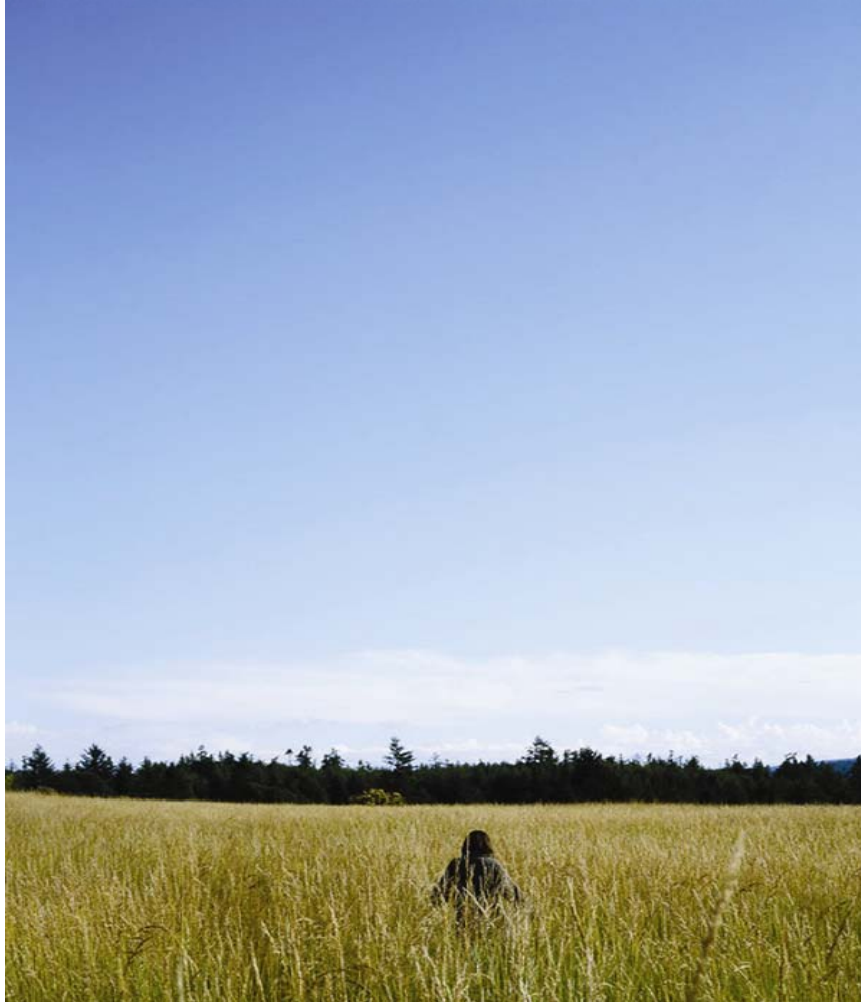
ENERGY STAR®

Electrical Distributors Training

ENERGY STAR Qualified Lighting



What is ENERGY STAR?

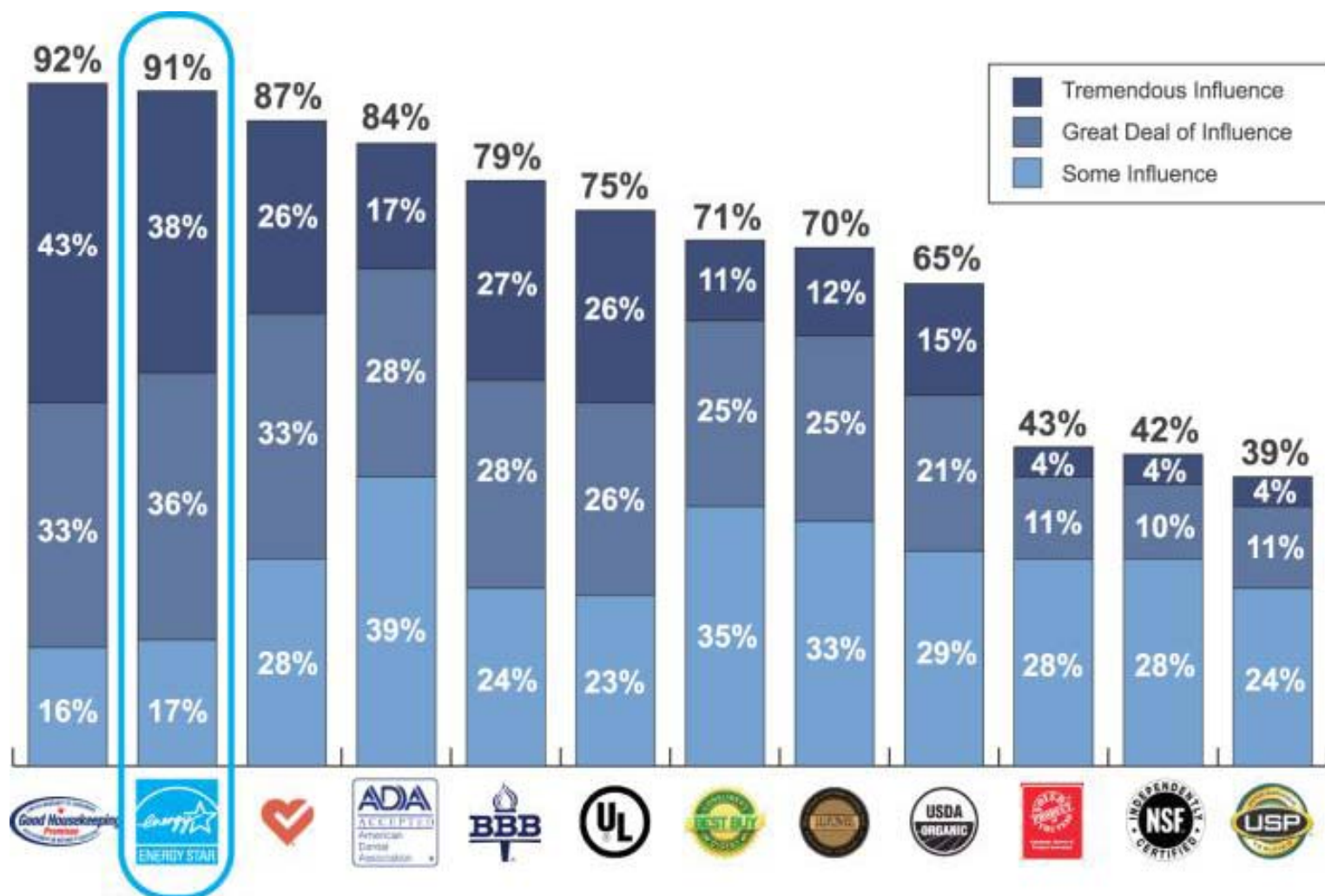


ENERGY STAR is a government-backed program that helps consumers identify energy-efficient products.

ENERGY STAR qualified products:

- Save energy
- Save money
- Save the environment

About ENERGY STAR



Source: Fairfield Research, July 2009

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*.

ENERGY STAR Sales Value



In 2010 alone, Americans—with the help of ENERGY STAR—saved nearly \$18 billion on their energy bills and prevented greenhouse gas emissions equivalent to the annual emissions of 33 million vehicles.

Consumer awareness and desire for efficiency savings is high

More than 40% of U.S. households knowingly purchased an ENERGY STAR-labeled product in the past year. Of these purchasers:

- About 75% report the label as influential in their purchasing decision.
- About 80% report they are likely to recommend products that have earned the ENERGY STAR to friends.

29% of these households reported they were "extremely" likely to recommend ENERGY STAR-labeled products.

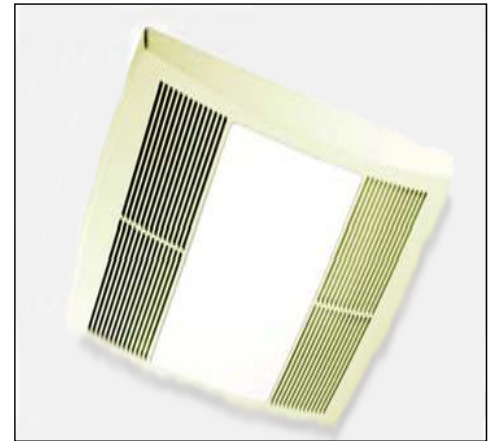
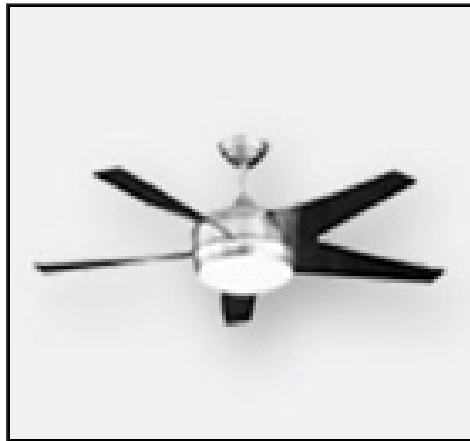
Source: 1) ENERGY STAR Overview of 2010 Achievements, March 2011. 2) EPA Office of Air and Radiation, Climate Protection Partnerships Division. *National Awareness of ENERGY STAR for 2010: Analysis of 2010 CEE Household Survey*. U.S. EPA, 2011.

ENERGY STAR

Residential Lighting Categories



- Residential Light Fixtures
- Ceiling Fans
- Vent Fans



ENERGY STAR Light Fixtures



- ENERGY STAR qualified fixtures offer various styles and energy-efficient light sources:
 - Choose from fixtures that have Compact Fluorescent light bulbs (CFLs) or Light-Emitting Diodes (LEDs).
- Qualified fixtures distribute light more efficiently and effectively—with custom design around the efficient light source to get the best performance
- Qualified fixtures last 10-35 times longer and come with a manufacturer-backed warranty of at least two years.



ENERGY STAR Light Fixture Applications



Hanging Fixtures

foyer, dining, kitchen



Close-to-Ceiling

hallways, kitchens,
baths



Outdoor

yard, walkway,
facade lighting



Wall Mounted

baths, living



Recessed

living, kitchen,
hallway



Portable

living, bedroom,
home office



ENERGY STAR Light Fixture Benefits



- Use less energy = lower utility bills
- Excellent color rendering = colors look natural
- Long life “dedicated” energy efficient socket or light source = no bulb changing
- Electronic ballast = flicker-free; no hum or buzz
- 2- to 3-year minimum warranty = customer security
- Instant-on = customer satisfaction
- Third Party Certification = quality control

ENERGY STAR Light Fixtures & GU-24 Lamp Base



ENERGY STAR qualified residential light fixtures primarily use CFLs 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)
- Allows permanent energy savings in an easily integrated design



ENERGY STAR Outdoor Light Fixtures



Qualified Outdoor Fixtures:

- Integral Photocell
 - Auto shut-off during daylight hours
- Use less energy with CFLs *or* motion-sensing incandescent bulbs
- Electronic ballast, instant-on (CFL)
- 2-year Warranty
- Laboratory verified



Motion-Sensing Incandescent

CFL

ENERGY STAR Ceiling Fans: Criteria



Qualified Ceiling Fans:

- Move air up to 20% more efficiently than conventional models due to improved motors and blade design
- Include laboratory verification
- 30-year motor warranty
- 2-year light kit warranty
- 1-year component warranty



ENERGY STAR

Ventilation Fans with Lights



Qualified Ventilation Fans:

- Reduces energy by moving more air or cubic feet per minute (CFM per watt consumed)
 - Use 70% less energy than average standard models
- Quiet operation
 - Quieter than average standard models
- 1-year warranty
- Light kits must meet fixture requirements



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



The Advanced Lighting Package:

- 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



What is the ENERGY STAR ALP?



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.

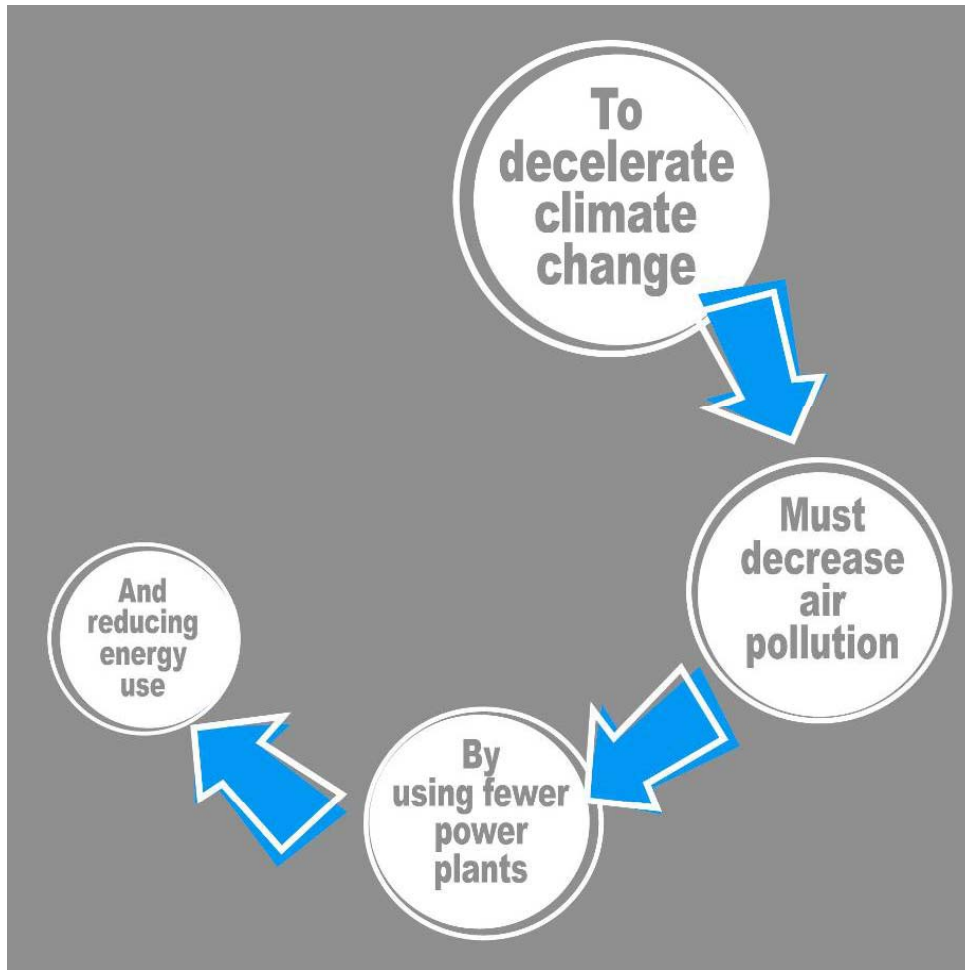
*This Advanced Lighting Package consists of 16 ENERGY STAR qualified fixtures. Savings estimate assumes fixtures operating for an average of 3.13 hours per day, at the local rate of \$0.08 per kilowatt-hour. All savings assumptions are available upon request. Packages declared by third parties, but not 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 use to promote the ALP to their customers

Saving Energy Helps Protect the Environment



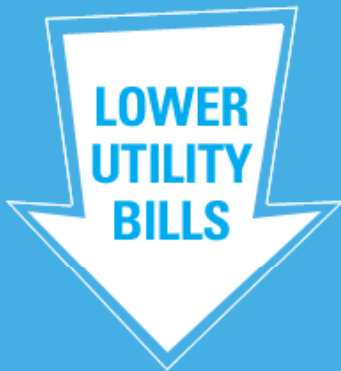
FACT:

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.

Saving Energy = Saving Money



**ENERGY STAR
qualified products
use less energy and
cost less to operate
resulting in:**



- Replacing a home's five most frequently used light fixtures or the bulbs in them with ENERGY STAR qualified models can save \$70 a year in electricity costs.
- The amount saved in energy costs throughout the product's lifetime more than makes up for any difference in the initial fixture cost.

ENERGY STAR

As Your Sales Partner



- **Create Business Value**

- More than 80 percent of American households:
 - Recognize the ENERGY STAR label.
 - Have a high or general understanding of the ENERGY STAR label.
- Differentiate your organization:
 - Arm your staff with knowledge
 - Provide your customers products of choice

- **Create Social Value**

- Decelerate climate change by preventing greenhouse gas emissions by reducing energy use with ENERGY STAR qualified products
- Lower energy bills for consumers and businesses
- Boost your brand's environmental image



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 page at:
www.energystar.gov/training