

# ENERGY STAR® Sales Associate Training

## Light Fixtures



September 2016

## Objectives

### By the end of this training, you will be able to:

- Help customers understand the opportunity to reduce energy use and save money by purchasing an ENERGY STAR certified LED light fixtures.
- Address customer questions or concerns regarding ENERGY STAR certified LED fixtures.
- Explain ENERGY STAR certified LED fixtures features and benefits to diverse customers.



## What is ENERGY STAR?



**ENERGY STAR® is the simple choice for energy efficiency.** For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment.

ENERGY STAR certified products:

- Save energy
- Save money
- Help prevent climate change



## ENERGY STAR Sales Value

Consumer awareness and desire for efficiency savings are high.

More than **85 percent** of Americans **recognize** the ENERGY STAR label.

Of households that purchased ENERGY STAR products in the past year:

- **About 77 percent** reported the label as **influential** in their purchasing decision;
- About **75 percent** reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.





## Your Opportunity: ENERGY STAR Certified LED Light Fixtures

LED lighting is changing the way Americans illuminate their homes, and ENERGY STAR is at the heart of the transition.

**More quality ENERGY STAR certified LED light fixtures are available now.**

- Only fixtures that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.
- New this year, ENERGY STAR certified fixtures are now available with standard, screw-in sockets. Each comes packaged with a long-lasting, energy-saving bulb.
- ENERGY STAR LED fixtures are available in variety of options for most lighting needs and designs to fit any décor.



## ENERGY STAR Certified LED Light Fixture = Quality + Performance

1. **The right brightness.** Fixtures that earn the ENERGY STAR meet minimum light output requirements to ensure you get as much light (lumens) as the claims on the package.
2. **Color quality that lasts.** Poor-quality LED lighting can fade dramatically if not properly designed. Fixtures that have earned the ENERGY STAR are subject to six different requirements for color to ensure they deliver consistent color over their long lifespans.
3. **Lasting performance.** ENERGY STAR certified LED bulbs undergo at least 3,000 hours of testing to support those long life claims of 15+ years.
4. **Rigorous testing.** ENERGY STAR certified LED light bulbs are tested and evaluated against more than 20 attributes to deliver on quality performance and consumer expectations.
5. **Longer warranty than most electronics.** ENERGY STAR LED lighting products carry a minimum three-year warranty.





## ENERGY STAR Certified LED Light Fixture Data Facts

- ENERGY STAR certified LED fixtures use up to **90% less energy** than incandescent bulbs, **last at least 15 times longer**, and **save about \$80** in energy bills over their lifetime.
- Replacing the five more frequently used light fixtures with ones that have earned the ENERGY STAR can **save about \$45 each year**.
- Certified LED fixtures produce about **70% less heat**, so they can cut energy costs associated with home cooling.



## Customer asks what do you have for this type of fixture?

Show

ENERGY STAR LED fixtures that fits their product description:

- Design
- Brightness
- Color

Tell

- “New ENERGY STAR light fixtures come in more design options than ever before.”
- “With new light bulbs and fixtures, we look at lumens for the brightness.”
- “Depending on the application, it comes in a few colors - warm

### HOW MUCH LIGHT DO I NEED?

Old Incandescent Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

### CHOOSING THE RIGHT COLOR





## Customer asks for a dimmable fixture?

Show

An ENERGY STAR light fixture that can dim.

Or, a light fixture and a dimmable ENERGY STAR certified LED bulb.

Dimmable switches that match the certified fixture or bulb.

Tell

- “Dimmable certified LED bulbs dim to ~~at~~ 20% of full brightness and come with a 3-year warranty.”
- “Dimmable ENERGY STAR LED lighting products list compatible dimmers on the packaging or website.”



Most ENERGY STAR certified LED bulbs are **DIMMABLE**.  
Check out the package to be sure.  
Visit the manufacturer-provided URL  
for a list of recommended **DIMMERS**.



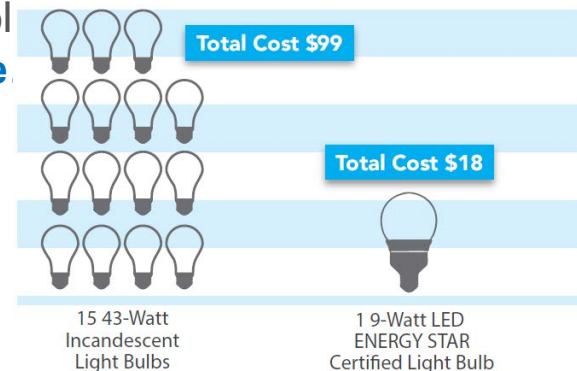
## Is your customer concerned about the environment or safety?

Listen

- I don't want mercury in my lighting.
- I have to climb a ladder to replace this light fixture.

Tell

- "ENERGY STAR LED lighting products do not have mercury in them."
- "These efficient bulbs are long-lasting, which makes them a great choice for areas that are difficult to access such as high ceilings and would be fewer replacements."
- "ENERGY STAR is the simple and **help protect the climate**



Savings figures based on 15,000 hour LED lifetime; 1,000 hour incandescent lifetime; an average lifetime electric rate of 11¢ per kWh; an LED price of \$4; and an incandescent price of \$2.

## Have a customer focused on saving money?

Listen

- I would like the cheapest fixture.
- Energy-saving lighting is expensive.

Tell

- “ENERGY STAR LED light bulbs and fixtures are more affordable than ever and there are local utility rebates available to offset the price.”
- “Compared to old incandescent lighting, a new ENERGY STAR bulb or fixture uses up to **90% less energy**, **lasts at least 15 times longer** and could save you **\$80 over the product’s lifetime.**”





## Have a customer who had a bad experience with efficient lighting?

Listen

- I don't want the curly ones.
- I don't want to wait for it to warm up.
- The light was too harsh or not bright enough or bluish.
- It's too hard and expensive to find those pin -based bulbs.

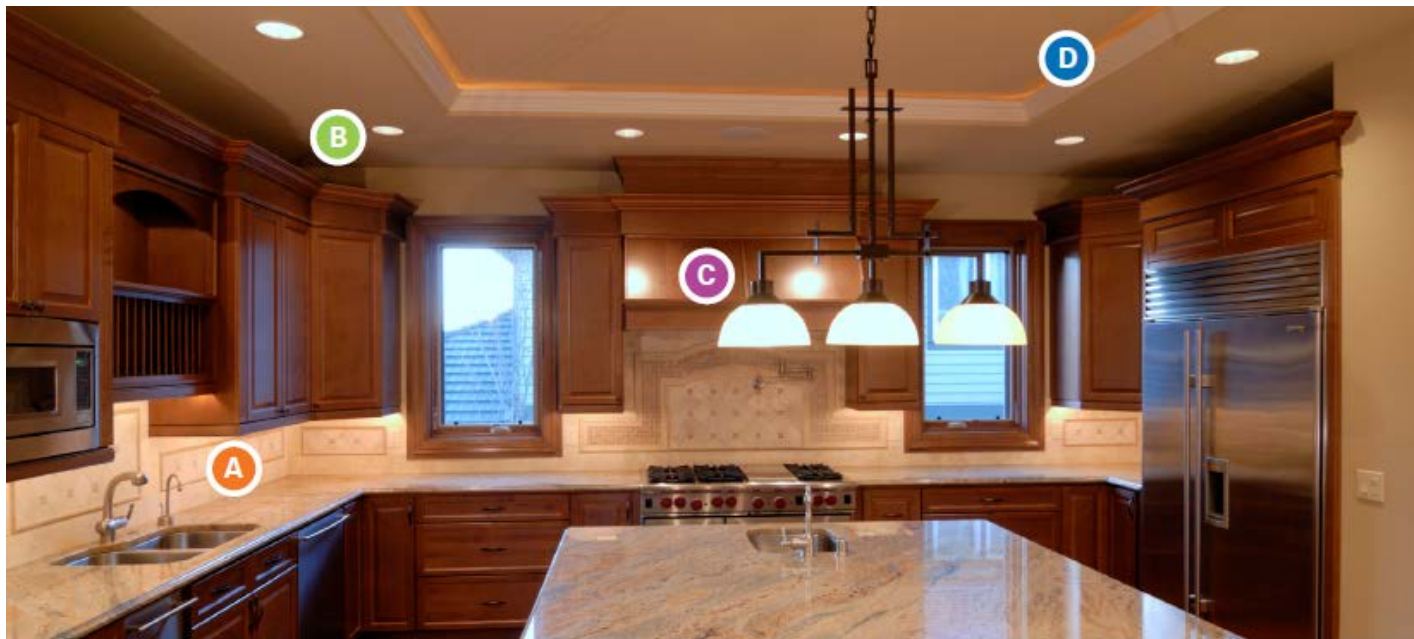
Tell

- "Only fixtures that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised."
- "ENERGY STAR LED fixtures don't require warming up. When you flip the switch, the light comes on instantly."
- "The certified bulbs come in varying colors of white - warm, cool and daylight - that fit your preferences."
- "The new ENERGY STAR light fixtures are conveniently packaged with ENERGY STAR light bulbs to take the guess work out of finding the right bulb, and in 15+ years, when you need to replace the bulb, any regular screw-in ENERGY STAR light bulb will fit."



## Tell Your Customer About the Wide Variety of ENERGY STAR Lighting Products!

The list of 2016 certified LED light bulbs and fixtures is continuously expanding in variety and models. [Renovate with ENERGY STAR](#) is a 2-page flyer summary in renovating a home with ENERGY STAR lighting.



- A** Under-Cabinet Lighting
- B** Recessed Ceiling Lighting
- C** Pendant Fixtures
- D** Architectural Lighting
- E** Ceiling Fixtures

## Questions?

For questions about ENERGY STAR certified LED light fixtures or for additional information, including qualified product lists and savings figures:

- Write to [lighting@energystar.gov](mailto:lighting@energystar.gov)

