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ENERGY STAR® Lighting Newsletter

Lighting the Way to a Brighter Future



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2015 ENERGY STAR Products Partner Meeting

Thank you to all the partners who joined us in Portland, OR for this year's ENERGY STAR Products Partner Meeting and a big thanks to all the speakers who participated in the panels. The three-day meeting was packed with panel discussions, networking opportunities, and lots of lighting information. A brief overview of the lighting sessions and links to presentations are provided below. Presentations from all meeting tracks are available [here](#).

- Peter Banwell, U.S. EPA, presented the opening [ENERGY STAR Lighting Update](#).

- *Shining a Light on the Future* covered new lighting technology developments and standards. [Alex Baker, Lumileds](#), provided a synopsis of recently published and developing lighting standards. [Michael Royer, Pacific Northwest National Laboratory](#), shared an overview of IES TM-30-15 and the pros and cons of different methods of measuring color rendition, and [Michael Poplawski, Pacific Northwest National Laboratory](#), wrapped up with a presentation on the emergence and implications of connected lighting.
- In the session *Spotlight on Market Research*, panelists discussed how market research has helped inform their lighting marketing plans and drive better outcomes. [Lisa McLeer, GE Lighting](#), reviewed GE's market research, which provided insights on the key barriers to consumer adoption of LED lighting and preferred messages and images to overcome those barriers. [Steve Bickel, D+R International](#), covered the science of choice and applied those principles to selling efficient LED lighting. [Dennis Rominger, Puget Sound Energy \[PSE\]](#), reviewed the market research that shaped PSE's point-of-purchase signage. Lastly, [Lara Bonn, Efficiency Vermont](#), went over how their annual market research continues to hone in on the top three messages for driving consumer purchases of rebated LED lighting products.
- During *Helping You Sell Lighting Efficiency Better*, ENERGY STAR Lighting Program contributors presented on the current state of the market for energy-efficient lighting, shared resources that the ENERGY STAR program has available for partners to use, and encouraged partners to engage with the program to make sure the program is addressing their needs.
- In the lighting trivia session, *A Change is Coming*, gameshow host Dan Rogers, ICF International, provided an update on the new lamps and luminaires specifications and then quizzed participants and the audience on their knowledge of the ENERGY STAR lighting specs.
- In the final lighting session Keep Calm and Rebate On, panelists discussed the evolution and continued importance of lighting rebate programs. Moderator [Claire Miziolek, Northeast Energy Efficiency Partnership \[NEEP\]](#), shared the high level findings from NEEP's 2015 regional report on the residential lighting market. [Shareghe Mehraeen, Pacific Gas and Electric \[PG&E\]](#), provided an overview of the trends and future strategies for PG&E's lighting rebate program. [Rene Burger, Philips Lighting](#), presented on how Philips has worked with utility lighting programs to drive LED trial and adoption and [Stan Mertz, CLEAResult](#), closed with a presentation that provided a critical look at new value-line LEDs and how they compare to ENERGY STAR certified CFLs and LEDs.

New Lighting Specifications Coming Soon



On Thursday, October 22, 2015, EPA hosted a webinar and in-person meeting in Washington, D.C. to discuss the ongoing development of the Version 2.0 specification for ENERGY STAR certified lamps. [The latest interim draft proposal \(for review and comment\)](#) was released on November 6th. EPA is holding a webinar to discuss the interim proposal:

- Monday November 23, 2015 from 1 PM - 2:30 PM EST

If you would like to participate in this conference call, please send your request to lighting@energystar.gov.

The release of the final Lamps V2.0 specification is estimated in January 2016, with an estimated effective date of January 2017. Updates include:

- Proposed changes to the rated life, omnidirectionality, power factor, and efficacy of eligible lamps.
- Increased efficacy levels for all lamp types.

- Expanded scope: the updated specification now includes connected lamps, color tunable lamps, and new shapes such as popular vintage style ST and more.
- Improved alignment with the Luminaires V2.0 specification.

More information is available at energystar.gov/lamps.

Final [Version 2.0 Specification for ENERGY STAR certified Luminaires](#) was released on May 29, 2015. Please note:

- Allows for certification of fixtures with screw-based ENERGY STAR bulbs
- Partners may certify eligible luminaires to V2.0 right now.
- Any luminaire manufactured as of June 1, 2016 must be certified under V2.0 to bear the ENERGY STAR mark.
- After December 1, 2015, no new products can be certified under Luminaires V1.2.

More information is available at energystar.gov/luminaires.

ENERGY STAR Partners with YouTube Stars

ENERGY STAR just brightened its lighting webpages with brand new DIY videos featuring several popular Vloggers. The videos have been designed to promote the benefits of ENERGY STAR certified LED lighting, highlighting the ways individuals can utilize LED lighting to create beautiful, functional, and energy-efficient home décor. Featured vloggers include:

[Engineer Your Space with Isabelle Larue](#)

DIY guru and YouTuber Isabelle Larue of Engineer Your Space shares some inspiration on creating unique, affordable lights for an updated bathroom look. She explains why it's important not to forget about lighting and how ENERGY STAR LED bulbs and fixtures enhance your new look and save energy and money for years to come.

[I Like Weylie with Weylie Hoang](#)

YouTube star Weylie Hoang demonstrates great ways to use ENERGY STAR certified LED bulbs with home décor and see real energy savings along the way. The video takes you on a room-by-room tour of her apartment, as Weylie explains how ENERGY STAR certified LEDs look great, use 90% less energy, and last up to 25 times longer than incandescent bulbs.

[At Home with Nikki Boyd](#)

Interior design guru and YouTuber Nikki Boyd shares some great lighting tips and demonstrates how you can alter the mood of your home with energy-efficient LED lighting. Nikki also shows how ENERGY STAR LED bulbs come in different light appearances to suit your needs.

ENERGY STAR LED Lighting Tab

Highlight Your Latest and Greatest Products!

The [ENERGY STAR LED lighting tab](#) showcases ENERGY STAR certified LED lighting products, provides customers with purchasing tips, and highlights the features and quality of ENERGY STAR certified LED lighting. The LED lighting tab currently lives on the ENERGY STAR Facebook page, but it will soon have a second home right on the energystar.gov page for customers who aren't active on social media to browse, as well.

Partners can take advantage of this marketing opportunity for free! Product manufacturers and brand owners can submit images of their latest certified products, videos, and reviews. ENERGY STAR will showcase this content and provide it additional visibility.

The tab also features a rotation of partner sweepstakes throughout the year. The partner sweepstakes get the limelight position on the tab. The featured sweepstakes partner also has the opportunity to provide content for ENERGY STAR Facebook posts and tweets while their sweepstakes is highlighted.

If you are interested in hosting a featured sweepstakes or having graphics, videos, reviews, blog posts or articles about your ENERGY STAR certified products highlighted on the tab, contact the ENERGY STAR lighting team at Lighting@energystar.gov.

Check out ENERGY STAR's Great Marketing Resources!



For Consumers:

- [Renovate with LED Lighting Factsheet](#)
- [Dimmable ENERGY STAR Infographic](#)
- [Lighting Made Easy Infographic](#)
- [Light Bulb Purchasing Guide](#)
- [ENERGY STAR Lighting FAQs "Ask the Expert" Video](#)
- [Light Bulbs Product Finder](#)
- [Light Fixtures Product Finder](#)
- [The Energy Source](#)

Partner Training Resources:

- [ENERGY STAR Products Partner Meeting](#)
- ["Illuminated" – EPA's Lighting Podcast](#)
- [ENERGY STAR Lighting Training Center](#)

QUESTIONS?

Be sure to contact lighting@energystar.gov.

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US Environmental Protection Agency, Washington, DC