Helping You Sell Lighting Efficiency Better

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Agenda

• The market for efficient lighting
• The role of ENERGY STAR
• EPA resources for marketing efficient lighting
• Discussion: How can EPA best support partners in marketing ENERGY STAR lighting products
Inefficient A-Line Bulbs Still Hold Majority

Shipments Market Share by Lighting Technology

- Despite quarterly decline, halogen A-line still secures top position
- LED A-lines steadily increasing

Source: NEMA 5/28/2015
LED Lighting Installations

• In 2014 EPA estimates
  – 15% of light bulbs shipped were ENERGY STAR certified
  – 64% of CFLs shipped were ENERGY STAR certified
  – 75% of LED bulbs shipped were ENERGY STAR certified

• From 2012 to 2014, the units of LED lighting installed in the U.S. increased four-fold to 215 million

LED Market Penetration is Still Low

Overall market adoption by lighting technology. Comparison: 2012 to 2014

- LED market penetration by bulb type: 2% A-type, 2% decorative, 6% directional, and 22% small directional (e.g. MR-16)

LED Lighting Forecasted to Grow Dramatically

- By 2020, LED lighting could account for approximately 40% of installed base (measured in lumen-hours).
- By 2030, LED lighting is forecasted to represent 84% of all lighting sales.

Source: Energy Savings Forecast of Solid-State Lighting, U.S. DOE, August 2014
The Price of LED Bulbs is Decreasing Rapidly

- LED A-type averages $13/klm by end of 2014, a 50% reduction from $27/klm (klm = kilo lumen)
- Big box retailers A-type close to $11/klm – 5x that of halogen ($2/klm) and non-dimmable CFL replacements ($2.50/klm)
- LED lighting market is anticipated to grow 45% per year, from $13.6 billion in 2014 and anticipated to reach $63.1 billion by 2020.

Sources: U.S Energy Information Administration, Annual Energy Outlook 2015
Lighting Customers are Overwhelmed by Choice and a Rapidly Changing Lighting Aisle
Why ENERGY STAR Matters

• **Independent certification.** Products are certified by accredited third-parties based on testing in labs recognized by EPA.

• **Market surveillance.** Products are subject to random “off-the-shelf” testing every year.

• **Rigorous testing.** Products are tested and evaluated against more than 20 requirements to deliver on consumer expectation.

For example:

• **Minimum light output requirements** to ensure you get as much light as the package claims for wattage equivalency.

• **Dimability.** Products indicate whether they are dimmable or not on the front of the package. Those that are, dim to at least 20% & provide info on dimmer compatibility.

• **Light where you want it.** ENERGY STAR LED lighting products must demonstrate that they deliver light the way consumers expect them to. E.g. light in all directions, vs the limited range common with non-certified bulbs.

• **Lasting performance.** LED lighting can fade dramatically, degrade, or turn green if not properly designed. Products that have earned the ENERGY STAR
  
  – Are subject to 6 different requirements for color, to ensure good light color up front and over time
  
  – undergo thousands of hours of testing to support those long life claims of 20+ years.
  
  – undergo stress tests in operating environments similar to how you use the product
  
  – carry a minimum 3-year warranty.
ENERGY STAR Drives Sales

- Nearly 90% of Americans recognize the ENERGY STAR label.
- Of households who purchased an ENERGY STAR certified product, 77% of them reported the label as influential to their purchasing decision.
- 75% of households that knowingly purchased an ENERGY STAR product in 2014 reported they are likely to recommend ENERGY STAR products to friends.

**Bottom line:**
More than 4.8 billion products sold in the 20 years since ENERGY STAR’s inception.

EPA has Resources to Help Partners Market Efficient Lighting

- Online Resources
- Digital Marketing Materials
- In-Store Materials
- Campaigns

Provide additional feedback at PollEv.com/ESPPM2015
Resources at energystar.gov

Articles, factsheets, user guides, podcasts, videos and more

- Energystar.gov/lighting
- Energystar.gov/led
Highlighting Partner Activities

• Facebook LED Tab
  – Partner sweepstakes
  – New ENERGY STAR products
  – Partner resources
  – Partner press
E-Newsletter Offers Current Updates

ENERGY STAR Lighting Newsletter offers information about:

• Upcoming events
• New Resources
• Specifications and testing
• Opportunities to engage with ENERGY STAR
• More

To be added to the ENERGY STAR Lighting Newsletter list, send an email to changetheworld@energystar.gov
Marketing Materials are Available to Partners

Available materials include:
- Factsheets
- Infographics
- Graphics
- Videos

Example uses include:
- Embed on websites
- Share via social media
- Include in educational materials
- In-store displays

Find these materials at energystar.gov
Ask the Expert Video Resource
Gallery of Dim Bulbs
Multi-Lingual In-Store Resources

**Lighting Made Easy**

*Just Look for the ENERGY STAR®*

- Use 76% less energy than incandescent bulbs
- Save you $40 to $136 in energy bills
- Provide the same brightness (lumens) with less energy (watts)
- Last 10 to 25 times longer than incandescent bulbs
- Help protect the environment and prevent climate change

**BULB TYPES**

- **TABLE LAMP**
  - **SMALL**
  - **MEDIUM**
  - **LARGE**
- **PENDANT FIXTURES**
  - **SMALL**
  - **MEDIUM**
  - **LARGE**
- **CEILING FIXTURES**
  - **SMALL**
  - **MEDIUM**
  - **LARGE**
- **WALL SCONCES**
  - **SMALL**
  - **MEDIUM**
  - **LARGE**
- **RECESS FIXTURES**
  - **MINI**
  - **MED**
  - **LARGE**
- **ACCENT LIGHTING**
  - **MINI**
  - **MED**
  - **LARGE**

**Brightness**

<table>
<thead>
<tr>
<th>Old Inconscendent Bulbs (Watts)</th>
<th>ENERGY STAR Bulb Brightness (Million Lumens)</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>450</td>
</tr>
<tr>
<td>60</td>
<td>800</td>
</tr>
<tr>
<td>75</td>
<td>1,100</td>
</tr>
<tr>
<td>100</td>
<td>1,684</td>
</tr>
<tr>
<td>150</td>
<td>2,600</td>
</tr>
</tbody>
</table>

**Energy STAR certified CFL and LED bulbs are available in a variety of shapes and sizes for any application — including recessed cans, track lighting, table lamps, and more. You can even find certified bulbs that are dimmable. Use this chart as a guide to finding the right ENERGY STAR certified bulb for your light fixture and remember to always check the packaging for proper use.**

**Color/Appearance**

ENERGY STAR certified CFLs are available in a wide range of colors. Light color, color appearance, and Kelvin temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

**Brilliance of Bulbs**

<table>
<thead>
<tr>
<th>Bulb Visits</th>
<th>Brilliance of Bulb ENERGY STAR (Lumens)</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>500</td>
</tr>
<tr>
<td>60</td>
<td>500</td>
</tr>
<tr>
<td>75</td>
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**EPA**

Visit energystar.gov/lighting for more information.

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**Illuminación a Su Alcance**

*Sólo busque el logotipo de ENERGY STAR®*

- Usen un 76% menos de energía que las bombillas incandescentes
- Le ahorrarán de $40 a $136 en las facturas de energía
- Proporcionan la misma intensidad de luz (lúmenes) con menos energía (watts)
- Durante de 10 a 25 veces más largo que las bombillas incandescentes
- Ayudan a proteger el medio ambiente y proteger el clima climático

**Tipos de Bombillas**

Las bombillas LED y CFL certificadas por ENERGY STAR están disponibles en diferentes formas y tamaños para cualquier uso — incluyendo emportadas, luces para niños, lámparas de mesa y más. Puede incluso encontrar bombillas certificadas con intensidad de luz ajustable. Use esta tabla como guía para encontrar la bombilla ENERGY STAR correcta para su linterna y siempre observe las instrucciones de uso en el paquete.

**Brillantex**

Para la brillantex, buscan 4000 a 5000 Kelvin. Los números indican el color de luz. Los más altos indican la energía consumida. Las bombillas certificadas por ENERGY STAR ofrecen la misma brillantex (lúmenes) con menos energía (watts). Use esta tabla para determinar la cantidad de luminarias que necesita para igualar la brillantex de sus bombillas incandescentes.

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**EPA**

Para más información visite energystar.gov/lighting.
New LED Lighting Materials

Renovate with LED Lighting

Why buy ENERGY STAR certified LED bulbs and fixtures?
- Use 50% less energy than incandescent bulbs
- A single certified bulb can save up to $70 in electricity costs over its lifetime
- Provide the same brightness (lumen) with less energy (watts)
- Last up to 25 times longer than incandescent bulbs
- Variety of shapes and sizes to fit your renovation needs
- Help protect the environment and prevent climate change
- Independently certified and externally tested to assure quality, performance, and promised energy savings

What are the features of ENERGY STAR certified LED bulbs and fixtures?

- **Lifetime Savings**
  - Replacing your home’s most frequently used bulbs with LED fixtures will save you money on your energy bills.
  - Replace each bulb with an LED bulb and save $70 in electricity costs over the bulb’s lifetime.

- **Dimming Capability**
  - If you’re looking for dimmable lighting, ensure the LED light fixture you choose is compatible with a dimmer switch.

Go to energystar.gov/LED for more information.

Dimmable LED Lighting

YOUR GUIDE TO DIMMABLE ENERGY STAR LED LIGHTING

Meet ENERGY STAR certified LED bulbs that are DIMMABLE.
- Check out the package to be sure.
- Visit the manufacturer’s website for a list of recommended DIMMERS.

3 OUT OF 4 PEOPLE SURVEYED CONSIDER DIMMABLE LIGHTS IMPORTANT.

Dimmable LED BULBS LET YOU CREATE THE RIGHT ATMOSPHERE.

ENERGY STAR LED BULBS CAN LAST MORE THAN 20 YEARS.

CHOOSING ENERGY STAR LIGHTS REDUCE GREENHOUSE GAS EMISSIONS.

ENERGY STAR CERTIFIED LED BULBS EARNED THE ENERGY STAR AND PROTECT THE CLIMATE.

TWO SIMPLE TIPS FOR BETTER LED DIMMING

1. **Look for the ENERGY STAR.**
   - Every dimmable ENERGY STAR LED bulb with the word “dimmable” on the package is a good choice.

2. **Be prepared to try different dimmable bulbs.**
   - Not every bulb works well with every dimmer switch. If you don’t find a good match with your current dimmer, consider changing the switch, or you can return the bulbs and try a different one.

3. **Choose the right dimmer/bulb combination.**
   - If you are putting in a new dimmer switch, check the website listed on the bulb package for recommended dimmers.
ENERGY STAR LED Lighting Promotions

**Consumer Outreach**

- Year-long lighting promotion focused on key attributes of certified bulbs:
  - Dimming
  - Renovations
  - Color
  - Lifetime Savings
  - Rebates
- Promotional outreach included consumer fact sheets, buyers guide, web page, dedicated monthly social media, Twitter Party, media pitching, Vlogger video placements
Upcoming Vlogger Program

Working with three popular video bloggers to educate audiences about the benefits of ENERGY STAR LED Lighting. Each blogger is focused on a different aspect:

- **Renovations**: Engineer Your Space with Isabelle Larue
- **Color**: At Home with Nikki with Nikki Boyd
- **Savings**: I Like Weylie with Weylie Hoang

Combined 1.5 million YouTube subscribers and 503k social followers
Continuing LED Focus

- Updating the ENERGY STAR Choose a Light Guide
Keep an Eye Out…

• The ENERGY STAR Change the World Community Service Tour is coming back in October 2016
• Community service projects will include an element that encourages consumers to purchase LED lighting, and in turn brings the gift of energy-efficient lighting to communities in need.
• Learn more at the Communications Marketing Working Session at 5pm on Tuesday.
Questions and Inquiries

lighting@energystar.gov