Utility LED Programs

Role of ENERGY STAR LEDS

Stanley Mertz
Director of Retail Strategies
Direct 413.731.6546 ext. 231 • Mobile 413.348.9772

CLEAResult
413.731.6546 • clearesult.com
146 Chestnut Street • Springfield, MA 01103

We change the way people use energy™
Role of ENERGY STAR Brand

• Energy Efficient lighting programs have seen revolutionary changes over the many years of their existence. We have seen lighting technology advance over the years by leaps and bounds. LED technology has brought additional savings and significant lifetime increases over CFLs.

• During this time, there has been one constant in all EE Lighting programs, ENERGY STAR certification was the main qualifier for products to be included in programs.

• It also allowed programs to filter out those substandard products that do not meet the ENERGY STAR testing criteria.

• This has helped to drive the energy efficiency market to new levels and has been instrumental for keeping higher quality and well tested products in the programs.
Available Products

There is now a new kid on the block……..

• Many retailers have begun to introduce a value line of LEDs
• Response to customers that were looking to purchase an LED but were concerned about cost
• These customers were less concerned with other attributes such as dimmability, omni-directionality, etc.
Available Products

There is now a new kid on the block.......  

- Retailers were now able to meet that need  
  - Customers that wanted an LED  
  - Low cost  
  - A product that looks like a traditional lightbulb  
  - A product that turns on as soon as they flip the switch
Let’s compare....
What's the difference?

- Wattage?: 8.5 vs 10
- Lifetime?: 20K vs 25K
- Omni-directional?: NO vs YES
- Dimmable?: NO vs YES
- ENERGY STAR Certified?: NO vs YES
- Lumens?: 800 vs 800
- Price?: $2.44 EACH vs $5.88 EACH

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What’s the difference?
CFL vs. Energy Star LED

- Wattage?
  - CFL: 14
  - LED: 10

- Lifetime?
  - CFL: 10K
  - LED: 25K

- Omni-directional?
  - CFL: NO
  - LED: YES

- Dimmable?
  - CFL: NO
  - LED: YES

- Lumens?
  - CFL: 800
  - LED: 800

- ENERGY STAR Certified?
  - CFL: YES
  - LED: YES

- Price?
  - CFL: $1.75 EACH
  - LED: $4.99 EACH
What’s the difference?
CFL vs. Value LED

- Wattage: 14 vs. 8.5
- Lifetime: 10K vs. 10K
- Omni-directional: YES vs. NO
- Dimmable: NO vs. NO
- Lumens: 800 vs. 800
- ENERGY STAR Certified: YES vs. NO

Price:
- $1.75 EACH
- $2.49 EACH
# Specifics

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<th>DETAILS</th>
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<td>Actual Color Temperature (K)</td>
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<tr>
<td>Average Life (hours)</td>
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<td>Light Output (lumens)</td>
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Let’s compare....

**Watts**

- **ENERGY STAR Certified CFL**
- **Value Line LED**
- **ENERGY STAR Certified LED**

**Lifetime**

- **Energy Star Certified CFL**
- **Value Line LED**
- **Energy Star Certified LED**

**Lumens**

- **Energy Star Certified CFL**
- **Value Line LED**
- **Energy Star Certified LED**
Starting to see a pattern?

Delta Watts

Annual Savings

Lifetime
Does the customer need a Good, Better, Best choice?
With this new product, are we now in a good, better, best scenario?

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General Consumer Questions During Purchase Decision

Customer needs:

<table>
<thead>
<tr>
<th>General Questions</th>
<th>CFL</th>
<th>VALUE LED</th>
<th>ENERGY STAR CERTIFIED LED</th>
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<tbody>
<tr>
<td>Is it energy saving?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Appearance (does it look like a light bulb?)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Does it come on when I flip the switch?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>I want the lowest cost</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I want a dimmable bulb</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It needs to be ENERGY STAR Certified</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>I'm concerned about mercury</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

GOOD: ✓
BETTER: ✓
BEST: ✓

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## General Consumer Questions During LED Specific Purchase Decision

Customer needs:

<table>
<thead>
<tr>
<th>LED ONLY</th>
<th>VALUE LED</th>
<th>ENERGY STAR CERTIFIED LED</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want an LED at the lowest cost</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>I want a dimmable bulb</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>I want it to be fully Omni-directional</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>It needs to be ENERGY STAR Certified</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>I want an LED but I don’t really want to pay more for a 22 year life</td>
<td>✓</td>
<td></td>
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</table>
Why is ENERGY STAR still relevant?

• High Brand Recognition

• Stringent test procedures and quality criteria/specifications
  • Value LED does not currently have a certification spec
  • Value LEDs **meet or exceed** the current ENERGY STAR CFL Specifications

• Fully Omni-directional LED

• Highest level of required lifetime for LEDs

• ENERGY STAR Certified LEDs meet the needs of the customer that wants a full option bulb

• Currently the only certification allowed in virtually all Utility Programs across the country
Stay Tuned.......
Questions?