

Home Renovation & ENERGY STAR Qualified Lighting: Capturing Lost Opportunities

2004 National ENERGY STAR Lighting
Partners Meetings

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What Opportunities Are We Missing?

- Should think about bulbs (CFLs) and fixtures differently.
- Can ‘retrofit’ most standard fixtures with CFLs at any time.
- Persuading customers to replace functioning incandescent fixtures with ENERGY STAR fixtures is more problematic, and may be illogical.
- Home renovations do present customers (and people they are working with) with opportunities to buy and install hardwire ENERGY STAR fixtures at comparatively little incremental cost.

The 'CFL Friendly' Home Addition or Remodeling Project

- Downlights with sufficiently wide aperture
- Opaque as opposed to translucent diffusers
- Pendants wide enough to accommodate CFL globe/capsule
- Off or close-to-surface fixtures (venting) as opposed to flush-mounted fixtures



The 'CFL Friendly' Home Addition or Remodeling Project



Many Styles of CFLs



Influencers & Decision Makers

- The homeowner/consumer
- Uh, the homeowner/consumer
- Hmm..the homeowner/consumer
- Manufacturers (will their fixtures accommodate CFLs?)
- Salespeople (Westinghouse program for showrooms)
- Architectures, decorators, contractors

Trends in Sales of ENERGY STAR Lighting Products*

(*products purchased with incentives in New England)

Year	CFLs Rebated	CF Fixtures Rebated	Ratio Bulbs/ Fixtures
2001	2,034,000	450,000	82%/18%
2002	1,095,000	242,000	82%/18%
2003	1,840,000	203,000	89%/11%
2004	1,118,000	76,000	94%/6%

What are the 'Realistic' Opportunities to Increase ENERGY STAR Fixture Installations in Remodeling Projects?

- The good news is there are more potential actors that can influence the decision to purchase ENERGY STAR fixtures.
- The bad news is there are more potential actors that influence or make decisions that will insure non ENERGY STAR fixtures are installed.

Renovation Projects - Architect Designed

- Types of fixtures likely specified, but not actual models (e.g., flush mount, pendant, sconce...)
- Downlights part of electrical plan, usually included in General Contractor bid (i.e., may be installed without customer input)
- Mounted fixtures understood to be added expense
 - customer may purchase directly, for contractor to install
 - customer may select, and contractor may purchase and install

Renovation Projects – Owner Designed

- Owner selects fixtures, and installs
- Owner selects fixtures, hires electrician to install
- Owner relies on G/C or electrical contractor to pick and install fixtures (rare)

Key Influencers and/or Decision-Makers

- Architect/professional designer
- General contractor
- Electrical contractor (sub-contractor)
- Salesperson (selling lighting fixtures)
- Store buyers & merchandisers
- Customers

Barriers Inhibiting Higher Market Penetration of ENERGY STAR Fixtures

- Unfamiliarity on part of specifiers & influencers with energy efficient fixtures
- Perceptions that fluorescent light will be less attractive
- Sales and trades people will not be supportive
- Higher initial cost

Barriers Inhibiting Higher Market Penetration of ENERGY STAR Fixtures

- Difficult to find; potential long lead times to purchase
- ‘Irreversibility’
- Replacement bulbs and ballasts are often hard (and occasionally impossible) to locate

Potential Selling Points for ENERGY STAR Lighting Fixtures

- A tangible manifestation of an environmentally responsible lifestyle (easier to show off an energy efficient lighting fixture than R-25 insulation in your walls).
- Need the electricity savings just to ‘tread water’ with all the other home gadgets and technological trinkets driving up kwh consumption in the typical home.
- If done in the logical circumstances, at the optimal time, it should not cost significantly more, or be appreciably less convenient, to buy and install ENERGY STAR lighting fixtures.

Where are People Buying ENERGY STAR Hardwire Fixtures

- New England Hardwire Fixture Sales Involving Incentives (2003–March, 2004*)
 - 71% DIY/Big Box Retailers
 - 19.2% Hardware (Aubuchon, Tru Value, ACE)
 - 6.8% Electrical Distributors
 - 2.2% Discounters/Promotion Based Sales
 - .8% Showrooms & Miscellaneous Outlets

* Total purchases – 74,286 hardwire fixtures

One Family's Home Remodeling Project

An Illuminating Odyssey

































