

# ENERGY STAR®

## Spring Lighting Newsletter

*Lighting the Way to a Brighter Future*



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### Earth Day Campaign Overview

The ENERGY STAR Program would like to thank partners for another momentous celebration of Earth Day. In case you missed it, get caught up by checking out our [Earth Day video](#) or the twitter hashtag [#EnergyChoicesCount](#).



### 2021 Partner of the Year Winners Announced

EPA congratulates the lighting manufacturing, retail, and utility partners who have excelled in energy efficiency innovation, education, and public service this past year. Visit [energystar.gov/awards](https://energystar.gov/awards) for a list of all the 2021 ENERGY STAR Award winners!

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### Free ENERGY STAR Marketing Resources!

Visit the [ENERGY STAR Marketing Materials for Products](#) page to access Light the Moment campaign materials, factsheets, infographics, marketing tools, and more. Click on promotion/campaign buttons, or use the filters on the right side of the page to find marketing materials, [including lighting specific content](#). Use these resources to engage and educate your consumers, colleagues, and social media followers.

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### Specialty Bulb Case Study

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Did you know that of the nearly 2 billion decorative sockets, an estimated 88% are still filled by inefficient bulbs? A new ENERGY STAR factsheet highlights the cost and energy savings associated with specialty (decorative) lighting. This new resource examines the remaining opportunities for energy efficiency programs, shows how previous barriers to adoption have been reduced, and what role energy efficiency programs play in moving the lighting market to full transformation. Incorporating this subcategory into your existing lighting portfolios can help overcome persistent market barriers and help achieve quantifiable energy savings. Learn how to "[Strengthen Energy Efficiency Programs with Specialty Lighting](#)" with this new resource.



## Help Your Customers Make Smart Purchases with ENERGY STAR's Choose a Light Guide



Finding the right light bulb just got a whole lot easier with the new and improved [ENERGY STAR Choose a Light Guide](#). Offer your consumers a simple path to pick the right light for every room and occasion with a tool that helps them navigate three important bulb characteristics. Users follow simple steps to brighten their homes with energy-efficient lighting:

1. Choose the shape
2. Choose the color
3. Choose the brightness

The tool is mobile-friendly, so consumers can identify their desired bulb anytime!

## Upgrade Your Lighting with ENERGY STAR Certified Recessed Downlights

Recessed downlights bring a fresh and functional appeal to any home remodeling project. Check out the new [ENERGY STAR Certified Recessed Downlights Factsheet](#), which can help customers choose LED downlights to save energy, money, and help protect the climate. Use this factsheet to show consumers how to choose the right recessed lighting kit for their home improvement project and to communicate the benefits of the new technology.



## Current Product Highlights

LED light bulbs originally qualified for the ENERGY STAR label in 2009, and the [current specification](#) has been in place since January of 2017. Check out notable product highlights below:

Bulbs	Fixtures
<p>Nearly 12,000 certified lamps</p> <p>Nearly 11,000 (92%) are dimmable</p> <p>Almost 220 have Connected Capabilities</p> <p>181 Partners with 250 Brands</p>	<p>Nearly 27,000 certified products</p> <p>372 partners 718 brands</p> <p>Over 350 have Connected Capabilities</p>

## Questions?

As always, please feel free to send us any questions or suggested topics for our next newsletter. Email [lighting@energystar.gov](mailto:lighting@energystar.gov)

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