



Status of the ENERGY STAR[®] Program and Look to the Future

Peter Banwell
US EPA
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Learn more at energystar.gov

Thank You to Our Sponsors



Today's Refreshment & Reception Sponsors



- Refreshment sponsors
 - Cree, Inc.
 - MaxLite
 - Globe Electric Company Inc.
 - Greenlite Lighting Corporation
- Reception sponsor
 - Technical Consumer Products
 - Denver Art Museum
 - 7:30 pm



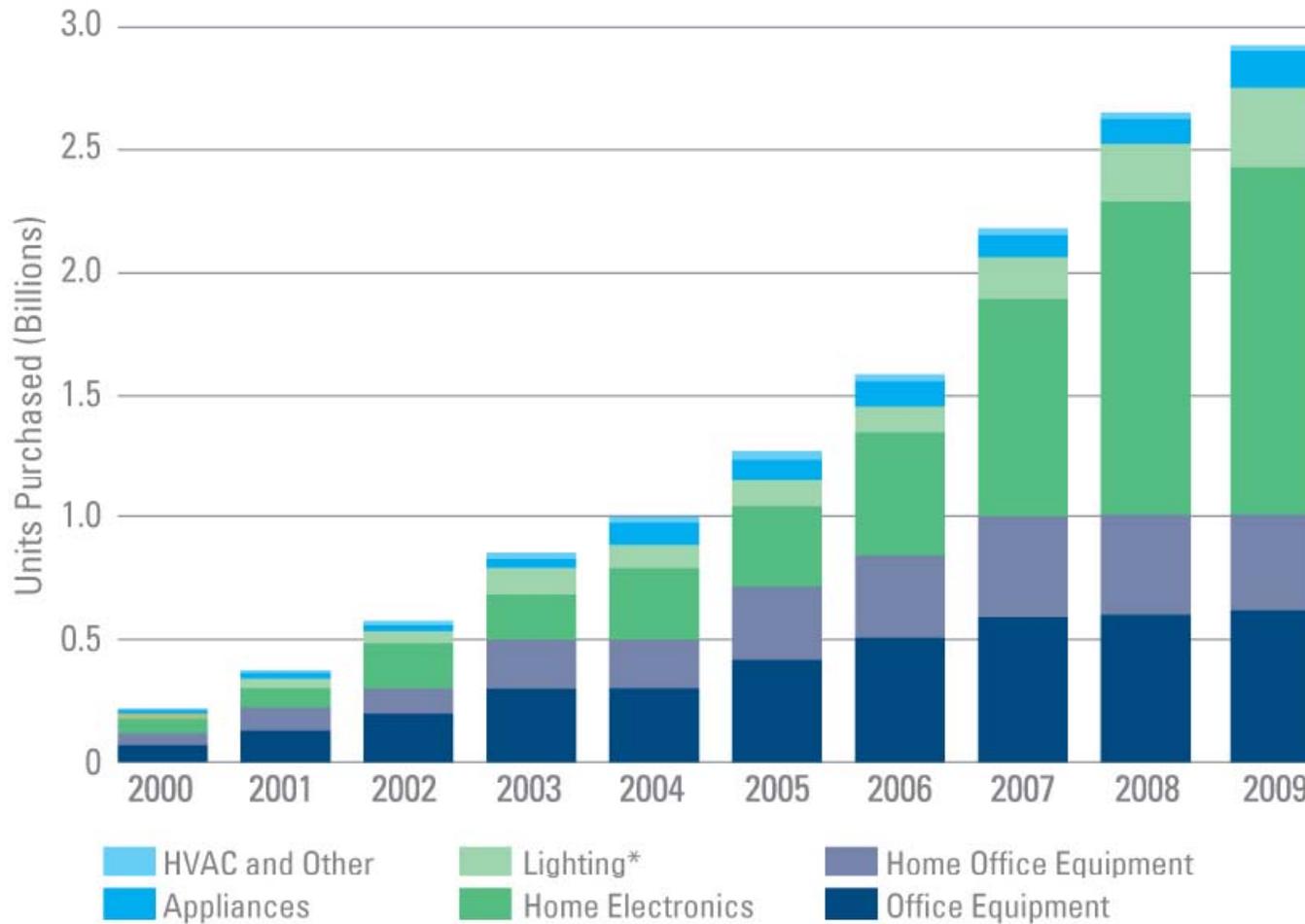
Photo by Kevin Hester. Courtesy of the Denver Art Museum.

Logistics for Planning Your Day



- Marketing Summits by invitation only
 - 2:30-6:30 pm
- Concurrent lighting sessions this afternoon
 - 2:30-4:30 pm
- Exhibit Hall and Networking Rooms open
 - 11-6:30 pm

ENERGY STAR Success

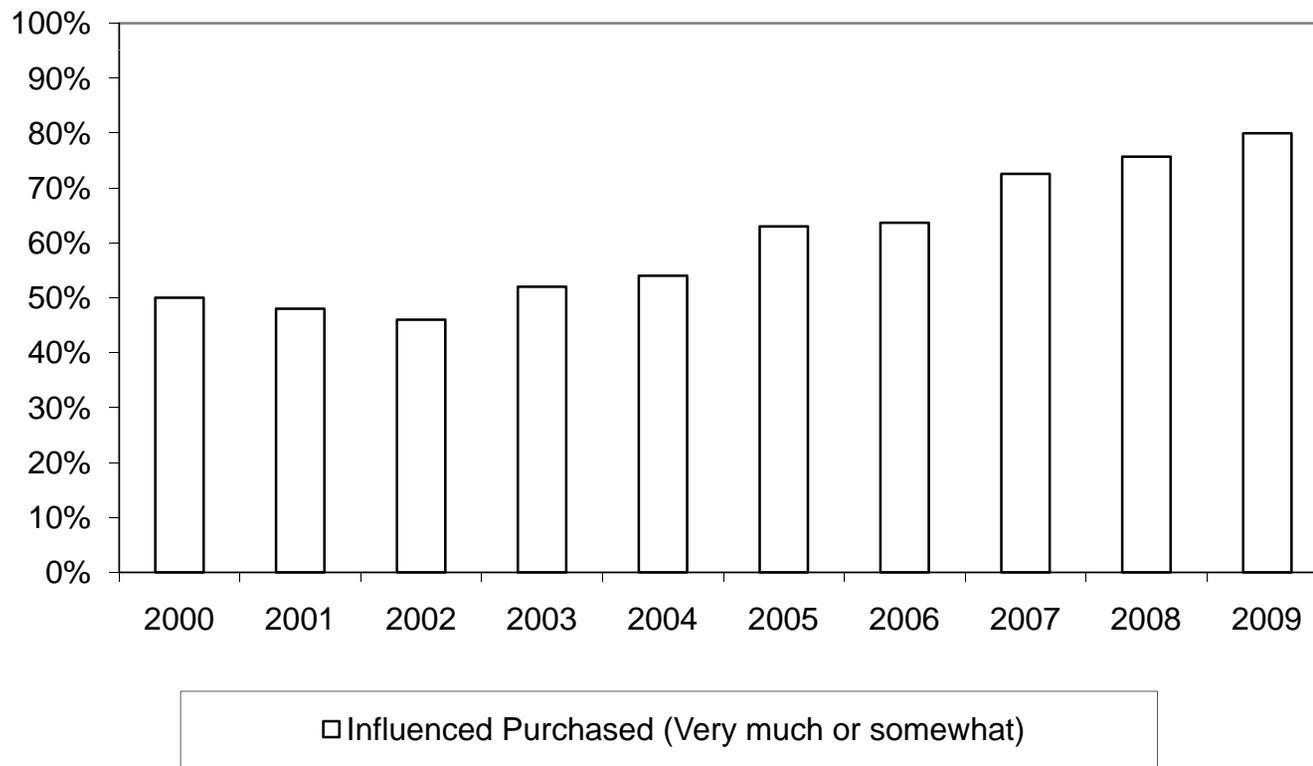


*Compact fluorescent bulbs are not included in the number of ENERGY STAR qualified products purchased.

ENERGY STAR Momentum



**Influence of ENERGY STAR label on Purchasing
(Percent of those that knowingly purchased)**



ENERGY STAR Priorities: 2010 and Beyond



- Preserve consumer confidence
 - Protect substantial private/public investment
- Maintain relevancy and value
 - Keep up with technological and market advances
 - Top Tier offering
- Seamless transition to new EPA/DOE program roles
 - Partner support

Enhanced Qualification and Verification



- Third-party certification of product performance prior to labeling, including:
 - Qualification testing in EPA-recognized laboratories
 - Ongoing verification testing of products to ensure they continue to meet ENERGY STAR requirements
- Effective for new products by year end



New ENERGY STAR Certification Scheme



- Recognized **laboratories**
 - Perform product testing subject to certification body review
- **Certification bodies**
 - Certify test data from EPA-recognized labs prior to qualification and conduct verification and challenge testing after qualification
- **Accreditation bodies**
 - Independent oversight of laboratory and certification body performance and objectivity
- Requirements leverage existing standards and developed through stakeholder process
 - AB, Lab requirements finalized June 30, 2010
 - CB requirements finalized August 23, 2010
 - Available at www.energystar.gov/testingandverification

Prospective Program Participants



- EPA is doing everything possible to facilitate broad participation
- Accreditation Bodies
 - 15 to date including A2LA, ANSI, SCC
- Certification Bodies (likely)
 - UL, Intertek, CSA
 - AHRI, AHAM



Making Change Effective



- New requirements
- Product specifications refined
- Proposed changes out for stakeholder review now
- Partners to re-commit starting in November



**ENERGY STAR® Program Requirements
for Residential Refrigerators and Freezers**

Partner Commitments

Following are the terms of the ENERGY STAR Partnership Agreement as it pertains to the manufacture and labeling of ENERGY STAR qualified products. The ENERGY STAR Partner must adhere to the following partner commitments:

Qualifying Products

1. Comply with current ENERGY STAR Eligibility Criteria, which define performance requirements and test procedures for refrigerators and freezers. A list of eligible products and their corresponding Eligibility Criteria can be found at www.energystar.gov/specifications.
2. Obtain certification of ENERGY STAR qualification from a Certification Body recognized by EPA for refrigerators and freezers prior to associating the ENERGY STAR name or mark with any product. As part of this certification process, products must be tested in a laboratory recognized by EPA to perform refrigerator and freezer testing.

Using the ENERGY STAR Name and Marks

3. Comply with current ENERGY STAR Identity Guidelines, which define how the ENERGY STAR name and marks may be used. Partner is responsible for adhering to these guidelines and ensuring that its authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance. The ENERGY STAR Identity Guidelines are available at www.energystar.gov/lookup.
4. Use the ENERGY STAR name and marks only in association with qualified products. Partner may not refer to itself as an ENERGY STAR Partner unless at least one product is qualified and offered for sale.
5. Provide clear and consistent labeling of ENERGY STAR qualified refrigerators and freezers.
 - 5.1. The ENERGY STAR mark must be clearly displayed on the top/front of the product (by placement of the ENERGY STAR logo on the Federal Trade Commission's (FTC) EnergyGuide label, on product labels, and/or as a permanent mark), in product literature (i.e., user manuals, spec sheets, etc.), and on the manufacturer's Internet site where information about ENERGY STAR qualified models is displayed.
 - 5.2. It is also recommended that the mark appear on the product packaging.

Verifying Ongoing Product Qualification

6. Participate in third-party verification testing through a Certification Body recognized by EPA for refrigerators and freezers.
7. Comply with tests that EPA/DOE may conduct at its discretion on products that are referred to as ENERGY STAR qualified. These products may be obtained on the open market, or voluntarily supplied by Partner at the government's request.

Providing Information to EPA

8. Provide unit shipment data or other market indicators to EPA annually to assist with creation of ENERGY STAR market penetration estimates, as follows:

ENERGY STAR Program Requirements for Residential Refrigerators and Freezers – Partner Commitments 1

ENERGY STAR Plans: New Products



- Climate Controls
- Data Center Storage
- Dryers
- Game Consoles
- Lab Grade Refrigeration
- Pre-rinse Spray Valves
- Pumps
- Small Network Equipment
- Uninterruptible Power Supplies

- Key Initiatives
 - Smart Grid/Smart products
 - Life-cycle Carbon Assessment



ENERGY STAR Plans: Lighting Specification Revisions



Product	Status/Plans	Timeline
Luminaires	<ul style="list-style-type: none">• Under development• Integrating RLF & SSL	<ul style="list-style-type: none">• Complete Dec 2010
Lamps	<ul style="list-style-type: none">• Under development soon• Integrating CFL & ILL	<ul style="list-style-type: none">• Begin Dec / Jan
Ceiling Fan Light Kits & Vent Fans	<ul style="list-style-type: none">• Update lighting requirements	<ul style="list-style-type: none">• 2011

ENERGY STAR Plans: Other Revisions and Scoping



- Appliances/Water Heaters: 6 revisions
- Electronics: 7 revisions
- Scoping: > 15 new products



- Visit www.energystar.gov/productdevelopment

Top Tier – Visual Options



Option 1



Option 2



Option 3



Option 4




Option 5



Option 6

Top Tier – Naming Options



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6

EPA and DOE Roles



EPA: Brand Manager

- New products
- Performance levels
- Marketing & outreach
- Monitoring & verification
- Product database

DOE: Technical Support

- Federal test procedures
- Metrics
- Monitoring & verification