ENERGY STAR Lighting

Where have we been?
Where are we going?

Dan Cronin, U.S. EPA

ENERGY STAR Partner Meeting – October 27, 2016
You make ENERGY STAR the success that it is.

Thank you!
What’s ahead today?

Connected Lighting, Quality, Standards, and Affordability
First, how did we get here?
Mystery Bulbs & The ENERGY STAR Difference

*What a difference a year makes.*

- In 2015, untested mystery LEDs entered the market.
- Lifetime!
Mystery Bulbs & The ENERGY STAR Difference

Your ratepayers and customers demand quality products – That’s where ENERGY STAR comes in!
ENERGY STAR Lamps & Utility Programs

Consumer Experience & Quality

Initial Price Point

Utility Program Savings
Looking toward 2016/2017
What EPA Expects in 2017

1. Every major manufacturer/partner will continue to introduce lamps that meet the ENERGY STAR 2.0 spec. Over 2,000 already certified.

2. CFL market share will continue to dwindle.

3. ENERGY STAR LEDs are ubiquitous and drive demand for quality lighting nationwide.

4. Lowest prices for ENERGY STAR LEDs without rebates in the $2-3/bulb range.
What EPA Anticipates with Utility Rebates

1. Quality has never been more affordable and utilities are getting behind ENERGY STAR.
2. Nationwide, consumers are going to find ENERGY STAR LED bulbs for ~$1-2/bulb (or even lower) with rebates.
3. Utilities are driving an accelerated rate of LED adoption that will pay dividends for ratepayers.
4. Ratepayers that purchase ENERGY STAR LEDs will continually associate LEDs with quality.
How Partners are Promoting ENERGY STAR In-Store
How Our Partners Market ENERGY STAR Lighting
How Our Partners Market ENERGY STAR Lighting
How EPA is Marketing Lamps in 2016 + Beyond

ENERGY STAR 2016 Change the World Tour
How EPA is Promoting ENERGY STAR Lighting in 2017
Let’s seize the momentum in 2017.

Let’s work together.

Here’s how:
Brand New Educational Tools
ENERGY STAR En Español

MÁS LÚMENES = MÁS LUZ

3 DE 4 PERSONAS ENCUESTADAS CONSIDERAN A LAS LUCES CON REGULADORES DE INTENSIDAD IMPORTANTES.

Las bombillas LED con regulador de intensidad le permiten crear el ambiente adecuado.

Costo total $99
15 bombillas incandescentes de 43 watts

Costo total $18
1 bombilla LED certificada por ENERGY STAR de 9 watts
Mobile Choose a Light Guide

Looking to replace a light bulb?
Here's how in three easy steps:
1. Choose the shape
2. Choose the color
3. Choose the brightness

Why Choose ENERGY STAR?
- Independently certified to deliver efficiency and performance
- Same brightness (lumens), 90% less energy (watts)
- Last 15 times longer = big $ savings
- Help protect the environment and your pocket

What shape light bulb?
ENERGY STAR LED bulbs come in a range of shapes and sizes to fit every fixture. Choose one of the most common types below.

Type: Standard Shape (A19)
Most commonly used, standard shape. Often used in table lamps and other general-purpose applications.

What Color?
Color is designated on the bulb packaging by "color temperature". Warm colors are more yellow. Cool colors are more blue. Click each color temperature below to see how it changes the appearance of your home.

Soft White (2200K)  Warm White (2700K)  Neutral White (3000K)  Cool White (4000K)  Daylight (5000K+)

2700K is the most commonly used color for indoor applications and provides a familiar, slightly yellowish tint to your surroundings.
Select your color.
Light the Moment with ENERGY STAR
Light the Moment with ENERGY STAR Campaign

2017 will be a year of tremendous change. Capitalize on it with ENERGY STAR.
Light the Moment with ENERGY STAR Campaign
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Creative collateral available to partners will include shelf-talkers, media presence, Mobile Choose a Light Guide, PSAs, Social Media + more!
Want to Be a Part of This Campaign?

Let’s Talk.
Contact Information

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