

Bringing ENERGY STAR® Certified Products to Market



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October 2012



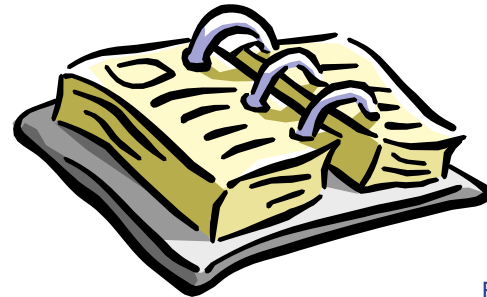
imagination at work

The Process



How to work with different departments in developing and marketing products

- **Convince Product Management**
 - **Show Environmental Leadership**
 - **Strengthen Brand**
 - **Increase Sales**
 - **Show them the Specification!**
(All 30 to 40 pages!)



The Process



Next – Engineering

- **Will the products meet the Specs?**
 - **Have most data – but need more testing for some specifications.**



The Process



Next – NVLAP Testing Lab

- **Test existing products?**
 - **If they pass, great!**
 - **If not, what changes need to be made?**
 - **How will that impact product cost? \$**



The Process



Sales

- **Will retailer buy a more expensive product?**
 - **Are there Utility Rebates?**
 - **Will the retailer work with the Utility Program?**
 - **How much will they buy?**
 - **Launch passing products.**



The Process

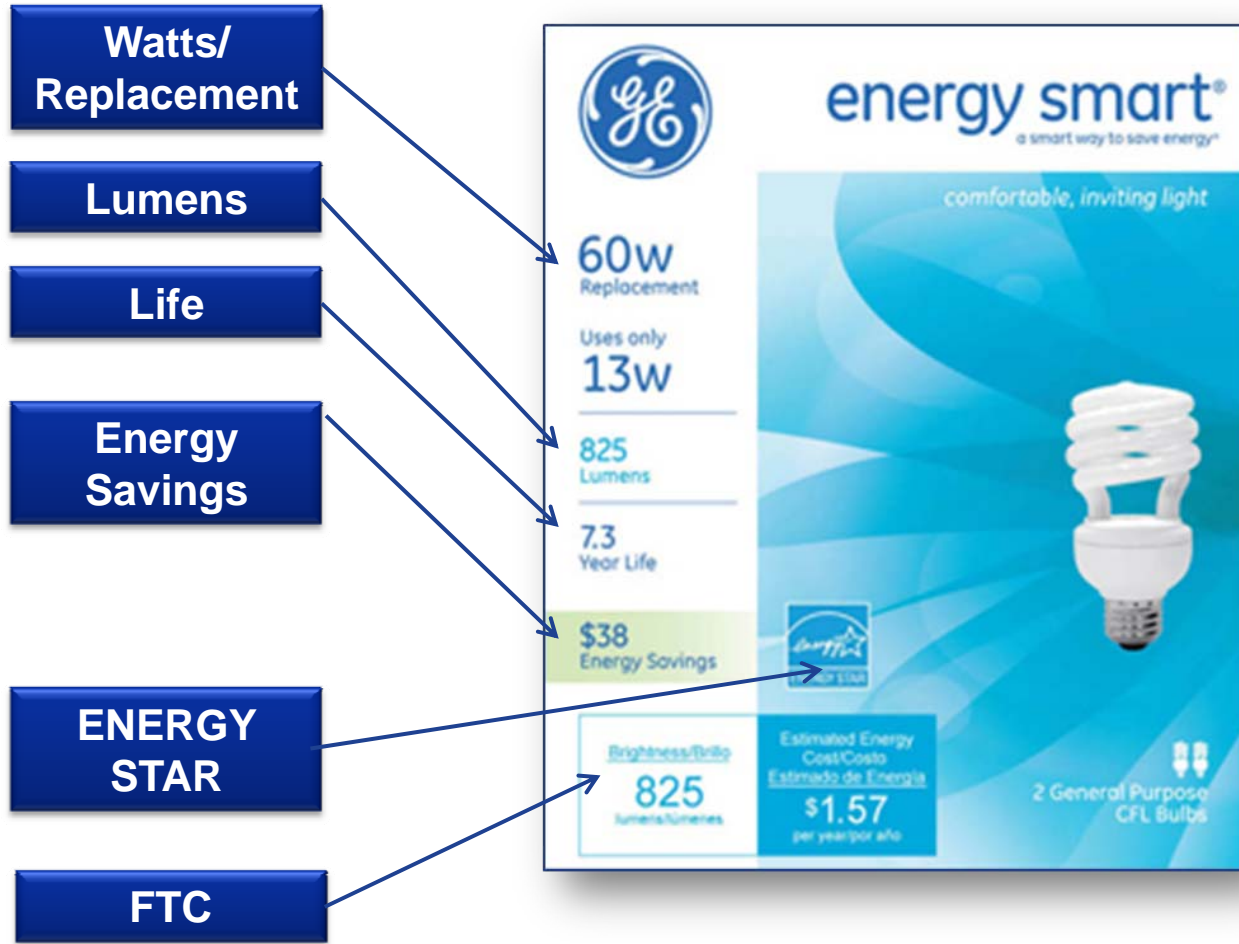


Marketing

- Add ENERGY STAR message to existing EcomaginationSM program.
- Change Marketing Materials
- Change Website
- Change Packaging



To Packaging Department - add ENERGY STAR Mark



- Organizes products around lumen range

The Original Process...



Early ENERGY STAR ...

- **Basic Specification**

- Most Good Quality Products Pass
- Utility Rebates Growing
- Sales and Retailers want option to offer ENERGY STAR Brand
- No charge to use label
- Internal NVLAP testing
- No charge for Listing/Verification
- Utilities pay for Verification Testing
- Nearly all CFLs listed as ENERGY STAR



1st Changes Proposed



GE works with NEMA on Manufacturer Comments

- **Two or three comment periods and industry discussions with DOE/EPA leads to more stringent specification but still reasonable and achievable for most higher quality CFLs.**
- **Areas of technical CFL improvements included in new specification.**



Effect on Manufacturers..



Mid Life ENERGY STAR ...

- **More Stringent Specification**
 - Most Higher Quality Products Pass
 - With increase in product quality, Utility Rebate dollars are needed even more
 - Retailers often request ENERGY STAR
 - Internal NVLAP testing
 - No charge for Listing/Verification
 - Utilities Pay for Surveillance Testing
 - Many, but lower %, of CFLs listed as ENERGY STAR due to increased standards



Effect on Manufacturers..



ENERGY STAR ... Now

- **Even More Stringent Specification**
 - Higher Quality Products Pass
 - Utility Rebates on CFLs Peaking?
 - Retailers still requesting ENERGY STAR
 - Manufacturer pays for Listing/Verification \$
 - Manufacturer pays for Verification Testing \$
 - Costs typically paid for by government and utilities pushed on manufacturers increasing product costs



Effect on Manufacturers..

ENERGY STAR ...Future



- **Stringent Specification Proposed**
 - Working through NEMA to provide comments on consequences of difficult technical standards.
 - Potentially fewer and more expensive, but high quality, products will pass.
 - Utility Rebates for CFLs expected to decline as LED rebates expected to increase.
 - Retailers requesting ENERGY STAR for rebate opportunities --- but also want low-cost products.
 - Factoring in testing, listing and verification costs might strain business case for manufacturers.