National Lighting Partner Meeting
March 1-3, 2006

Topical Session A: Promoting Fixtures in Residential New Construction
Reasons for Interest in ENERGY STAR Residential Light Fixtures

• **Brand Recognition**
  – Consumer values ENERGY STAR, therefore builders market ENERGY STAR

• **Title 24-2005 Impact**
  – One in 8 Americans live in California – significant portion of market
  – Creates market demand for quality high efficacy luminaires (contrary to past: energy-efficiency programs that tended to award to low cost, commodity grade products)

• **Other influences?**
  – Cost of electricity going up
  – Electricity shortages
  – “Green” awareness
Barriers to Selling Fluorescent Technology

- **Low bid mentality**
  - If I don’t offer cheap stuff, my competitors will, and they will take market share away from me

- **Ballast replacement not user friendly**
  - Will lead to consumer mutiny.

- **Nice looking stuff not readily available**
  - Not at Home Depot, Lowes, etc…

- **Bias against fluorescent**
  - Well deserved due to poor quality of older technology

- **Builders want new quality at old price**
  - Not willing to pay more.

- **Mercury consciousness sending wrong message**
Overcoming Barriers

• **Low bid mentality**
  - Education, self control by major manufacturers, help write performance specifications, provide demonstrations (mock-ups) and model homes, utility rebates based on performance specifications.

• **Ballast replacement**
  - Make do-it-yourself user friendly without taking ceiling apart, without need to hire electrician at > $150 per ballast
  - GU-24 Base

• **Nice looking stuff not readily available**
  - Energy Star influence big box buyers

• **Bias against fluorescent**
  - Market stop providing the junk, educate designers and home owners

• **Builders want new quality at old price**
  - Don’t play that game

• **Mercury consciousness sending wrong message**
  - Change message to: 1. reduce mercury dosing; 2. encourage recycling; 3. Quantify the amount of pollution that is offset by mercury based lamps (electricity production makes lots of nasty pollution, including mercury)
• **The truth**
  - Don’t tell them that your thermally inferior products are good enough to meet energy standards.

• **Make nice looking stuff readily available at a reasonable price.**

• **Help builders write performance specs that protect them from inferior products.**
What support do distributors want from utilities?

- Up stream buy-down of products so that they are competitive with the inferior products
- Help with education
  - Value of energy efficiency,
  - How to specify designs that make homeowners happy.
Suggestions for increasing ENERGY STAR sales in residential new construction

• Help builders provide value to customers
  ➢ ENERGY STAR is marketable, and quality lighting systems will be valued more highly than energy efficient junk (not enough light, flickering, poor color, difficult to maintain, lack of thermal management)
  ➢ Avoid proprietary replacement lamps

• Reduce builder risks (construction defects)