Bringing an ENERGY STAR® Certified Lighting Product to Market

Kirsten Murray, ICF International, on behalf of the U.S. Environmental Protection Agency

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Why We’re Here

• Have you ever had product not be on the shelf in time for your incentive promotion?
• Have you ever been told “This product is ENERGY STAR qualified”?
• Have you ever heard “This product is in testing for ENERGY STAR”?
Utility Incentive Cycles

- Planning timelines
- Stop/start nature of funding
- Changing guidelines
- Role of regulators
Time to Market Considerations

- The research and development process
- Product testing and engineering
- Safety testing
- Distribution
Need more information?

Kirsten Murray
ICF International

kirsten.murray@icfi.com