



Bringing an ENERGY STAR[®] Certified Lighting Product to Market

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

October 22, 2012

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