



NEMA SSL7A Marketing Guidelines Project update

August 25, 2016



Background

ENERGY STAR Lamps v1.1 Specification and ENERGY STAR Lamps v2.0 States:

Dimmer Testing ... As an alternative, a lamp designed to be compliant with NEMA SSL7A may be tested against all dimming performance requirements with a corresponding NEMA SSL7A compliant dimmer²

²The compatibility testing pathway of NEMA SSL7A is available once the marketing guidelines for matching compliant lamps to compliant dimmer types have been set.

The goal of this project is to set those marketing guidelines.



Working Group

The Working Group includes Product and
Product Management/Marketing representatives

Current member participants are Cree, GE
Lighting, Legrand, Leviton, Lutron,
OSRAM/LEDVANCE

Philips and Westinghouse



Elements of the Marketing Guidelines

- **Logo**

Placed on lamp packaging and dimmer packaging for products meeting use criteria

- **Point of Purchase content**

Logo with optional explanatory statement and QRL option

- **One-pager**

Explains compatibility and logo

For manufacturer use in developing marketing materials

For retailer use in training employees to answer customer questions

NEMA webpage supporting QRL

- **Use Criteria/MOU**



Logo:



Statement:

Look for this logo to find LED bulbs and dimmers that work together.



Trademark and Research

- Trademark registration has been applied for; awaiting PTO office action.
- Registration application followed consumer research surveys (next slides)

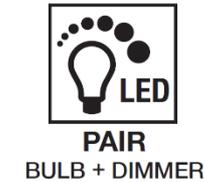


Trademark and Research (con't)

- Online survey/500 participants/Ages 25+, men and women, homeowners, DIY shoppers
 - Questions about logo
 - Questions about logo and statement combination
- Consumer research completed mid-November 2015
- Two summary slides follow

Logo Only

Consumers were shown the logo and asked directly how well it communicated the idea that ANY bulb can be used with ANY switch.



By itself, only 37% of respondents felt that the logo communicated extremely well that ANY bulb could be used with ANY switch.

However, over half did say 7 or above.

Interestingly, There was no significant difference between those who have purchased LED and those who had not.

Symbol communicates ANY bulb can be used with ANY dimmer switch		n=538
10 – Communicates it extremely well	24%	
9	13%	
8	15%	
7	12%	
6	7%	
5	6%	
4	3%	
3	5%	
2	5%	
1	3%	
0 – Does not communicate it at all	5%	
Mean Score	6.8	

Annotations: 37% (scores 10, 9, 8), 64% (scores 10, 9, 8, 7, 6, 5), 50% (scores 7, 6, 5, 4, 3, 2, 1), 13% (scores 1, 0)

Q3. How well does this symbol communicate that ANY bulb with this symbol can be used with ANY dimmer switch with this symbol? On a scale of 0 – 10, where 0 means not at all and 10 means extremely well.

Logo and Statement

Later in the survey, they were shown the logo with the statement and again asked how well it communicated the idea.

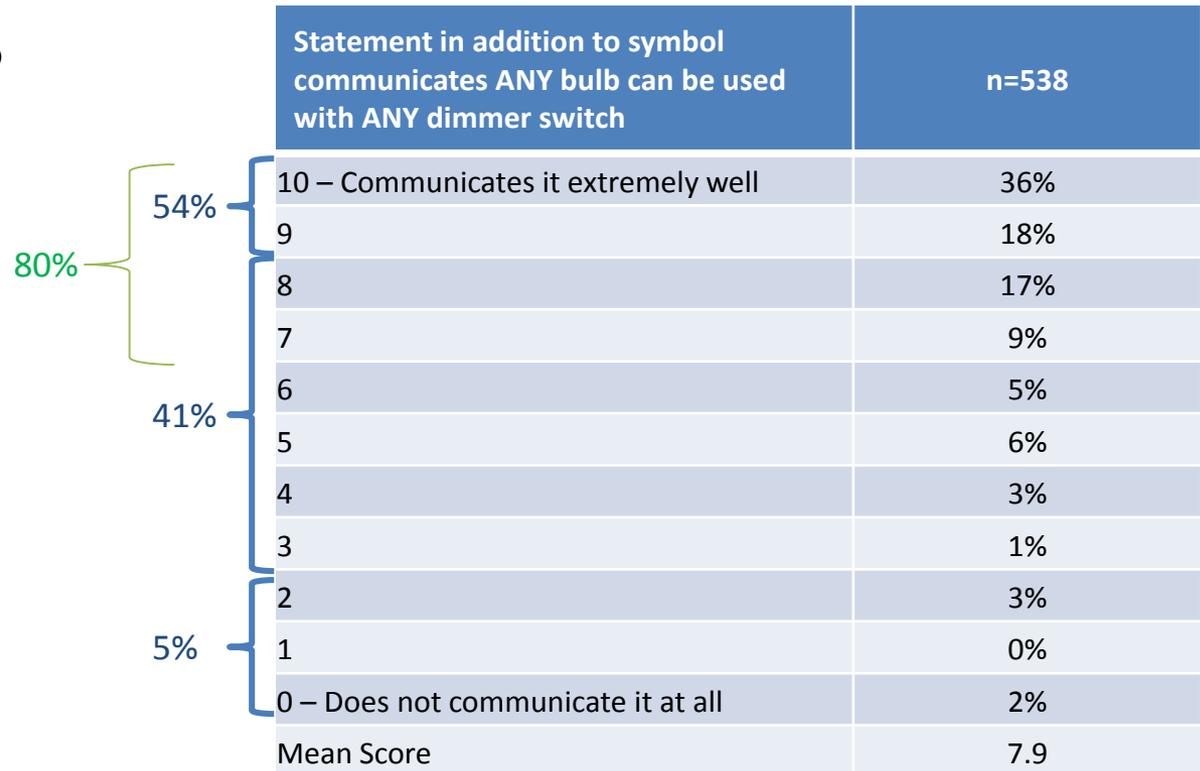


PAIR
BULB + DIMMER

Look for this logo to find LED bulbs and dimmers that work together.

Adding the statement onto the display greatly improved understanding that the logo means ANY bulb with ANY switch.

Over half said it communicates extremely well, and 80% rated it a 7 or above.



Q6. If you saw this statement on the display in addition to the logo on the package, how well would it communicate that ANY bulb with this symbol can be used with ANY dimmer switch with this symbol? On a scale of 0 – 10, where 0 is not at all and 10 is extremely well.



Use Criteria

- **LED Lamps that meet :**
 - EPA ENERGY STAR Program Requirements for flicker and noise in Product Specification for Lamps (Light Bulbs) Eligibility Criteria Version 2.0,
 - NEMA SSL-7A-2016,
 - LSD XXX on TLA (flicker and stroboscopic effects)
- **Dimmers that meet NEMA SSL-7A-2016 and LSD XXX on TLA.**
- **Mark can be used on non-ENERGY STAR qualified products**
- **Manufacturers must follow mark usage requirements:**
 - Meet criteria
 - Include full mark with words
 - Do not alter mark
 - Use of supporting statement is optional
- **Use charges apply for NEMA (one time) and non-NEMA members (annual)**
- **MOU language completed**
 - Awaiting finalization of LSD XXX on TLA (flicker and stroboscopic effects)
 - Technical consensus reached, balloting period should conclude mid-2017



Communication with ENERGY STAR

Update given to **ENERGY STAR** in early
January, 2016

- **No additional comments or suggestions from ENERGY STAR**
- **Confirmed that mark belongs to NEMA**
 - **Not tied to ENERGY STAR**



Next Steps

1. Awaiting finalization of LSD XXX on TLA (flicker and stroboscopic effects) before finalizing MOU - expected mid-2017
2. NEMA to develop website to support mark
3. Roll out to manufacturers expected in 2017



Questions

Outstanding Questions and Issues?