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

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:

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
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.

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.

<table>
<thead>
<tr>
<th>Symbol communicates ANY bulb can be used with ANY dimmer switch</th>
<th>n=538</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 – Communicates it extremely well</td>
<td>24%</td>
</tr>
<tr>
<td>9</td>
<td>13%</td>
</tr>
<tr>
<td>8</td>
<td>15%</td>
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<td>7</td>
<td>12%</td>
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<td>6</td>
<td>7%</td>
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<td>5</td>
<td>6%</td>
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<td>4</td>
<td>3%</td>
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<tr>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>0 – Does not communicate it at all</td>
<td>5%</td>
</tr>
<tr>
<td>Mean Score</td>
<td>6.8</td>
</tr>
</tbody>
</table>
Later in the survey, they were shown the logo with the statement and again asked how well it communicated the idea.

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?