

Home Renovation

Energy Star Qualified Lighting Capturing Lost Opportunities

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Home Renovation Lighting Sales

Two Primary Channels of Distribution

Lighting Products



DIY/Hardware Retailers



Energy Star® Options

Compact Fluorescents

Residential Fixtures

Torchieres

Under Cabinet

Ceiling

Consumer must
Self-Educate, Self Select

Lighting Products



Lighting Showrooms

(Residential Contractors)



Decorative Incandescent

Ceiling, Chandelier, Bath, Etc.

Function Fluorescent

Kitchen, Utility, Garage, Etc.

High Touch but
Limited, if any, Energy Star

Home Renovation Lighting Selection



Energy and Environment are not big decision drivers.

Promoting Energy Efficient Residential Lighting

Meeting Critical Drivers....

○ **Function**

- Many Fixture Energy Star Fixture Types Now Available
 - Over 9000 on Energy Star Web-Site
- Fixture Introductions and Innovations Ongoing
- Most fixtures available with Fluorescent Technology

○ **Initial Cost**

- Most Fixtures Types more expensive.
 - Lamps, Ballasts, Sockets, Optics, Low Volume

○ **Aesthetics**

- Improving
- Acceptable in many applications

Promoting Energy Efficient Residential Lighting

Meeting Critical Drivers (2)....

○ **Availability**

- Most Show Rooms do not promote Energy Star Fixtures
- Some Energy Star Options at DIY/Hardware Stores
 - Inconsistent Availability

○ **Delivery**

- Show Rooms can order Energy Star but not in Stock

○ **Familiarity**

- Contractors not Familiar with all lamp types, sockets

○ **Maintenance & Energy**

- Much lower Energy Cost and Much Longer Life

Energy Star Fixture Issues

Why Energy Star Fixture Market won't Transform on its own....

○ **DIY/Hardware Buyers Looking for Low Cost**

Requires Rebates/Incentives to Lower Initial Cost,

or

Requires Education on Energy and Maintenance to explain lower overall ownership costs,

but

Limited Education Potential In Store

Energy Star Fixture Issues

Why Energy Star Fixture Market won't Transform on its own....

○ Show Room Buyers Looking for Aesthetics, Options and Selection Help

- Requires Show Room to Display Energy Star Fixtures,
or
- Educate Customers on Maintenance and Energy Advantages,
but
- Most Stores do not carry or Promote Energy Star Fixtures

Energy Star Fixture Issues

Why Energy Star Fixture Market won't Transform on its own....

○ **Contactors Buyers Looking for Maximum Profit with Minimum Installation and Operation Risk**

Requires Rebates or Incentives to allow higher profit and take risk on use of new technology

and

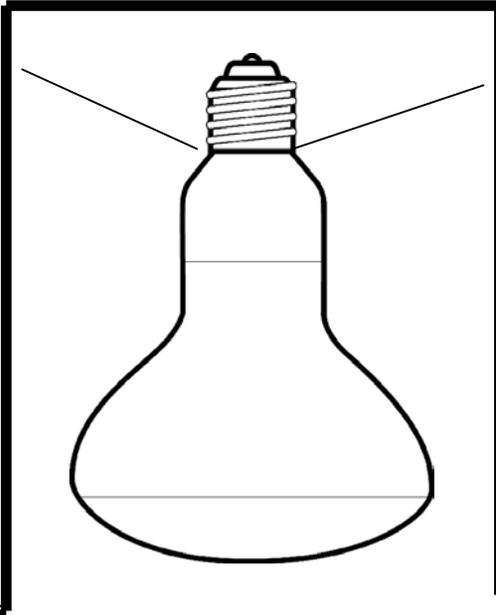
Requires available products and installation knowledge,

but

Typically Special Order, with Delivery Delays, at a Higher Price, containing unfamiliar and risky lamp types.

Downlights

A closer look at one Fixture Type....



Features – Reflector Lamp

Commonly Available

Inexpensive Can

Medium Screw Based Socket

R30 Lamp w/ Broad Distribution

Fully Dimmable

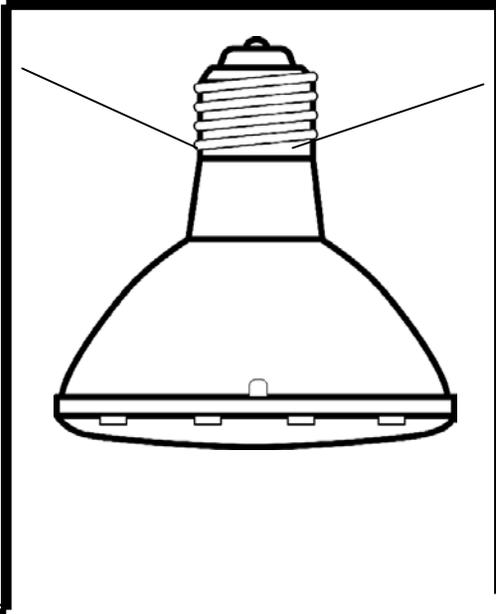
Lamp Commonly Available

65 Watts per Downlight

2000 Hours Life – 2 years Typical

Downlights

Replace with Halogen Par 30....



Features- Halogen PAR 30 Lamp

Medium Screw Based Socket

Tighter Distribution with PAR Lamps

Fully Dimmable

Lamps Available – More Expensive

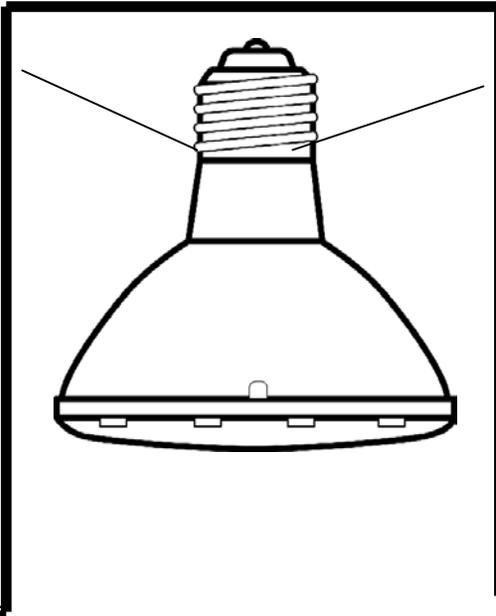
50 Watts - 23% Saving over R30

3000 Hrs Life – 3 years +50%

Significant energy savings and more dramatic lighting.

Downlights

Replace with Halogen-IR (Infrared Reflecting) Par 30....



Features- Halogen-IR PAR 30

IR – Most Efficient PAR Lamp

Medium Screw Based Socket

Tighter Distribution on PAR 30

Fully Dimmable

Lamp not common in Stores

Much more expensive

45 Watts - 31% Saving over R30

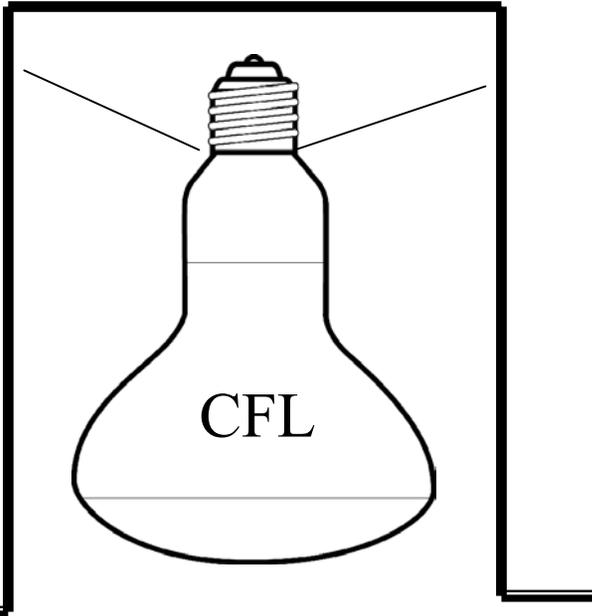
6000 Hrs Life – 6 years + 200%

Could ENERGY STAR Category approach be used with IR?

Downlights



Replace with new R30 Dimming CFL Lamps....

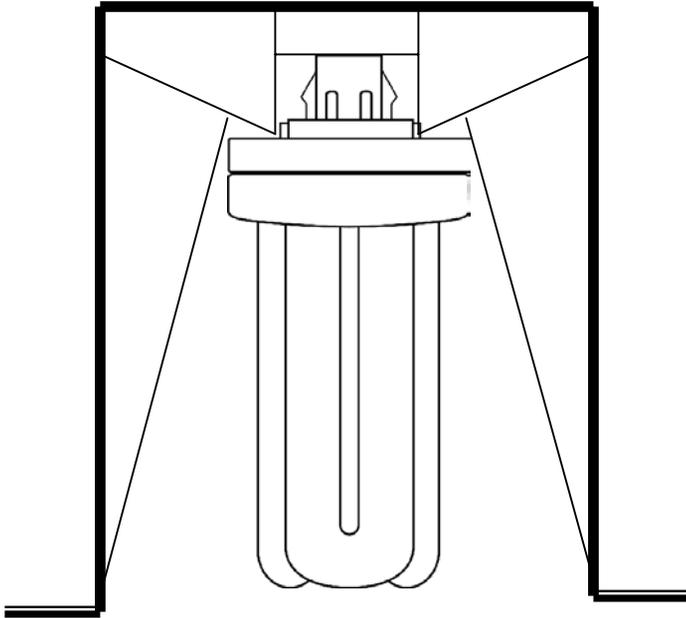


Features

Medium Screw Based Socket
R30 Glass Lamp Shape
Very Broad Distribution
Acceptable Dimming
Lamp now being introduced
15 Watts per Downlight
Equivalent to 50W R30
10,000 Hours Life – 10 Years

Downlights

Dedicated Plug-in CFL Energy Star Fixtures....



Features

More Expensive Fixture w/Ballast

Must Match Socket/Lamp/Ballast

Consumer replacement lamps

not very common

Very Broad Distribution

Dimmable only on Dimming Ballast

26 Watts per Lamp – 60% Savings

10,000 Hours Life – 10 years

May need to be IC Rated

Hot Fixture may reduce lumens

Consumer Acceptance?

Most Difficult Approach to Consumer Market.

Home Renovation Solutions

Options to Promote Energy Star Fixtures....

1) In store Rebates/Promotions at DIY or Hardware Stores to Lower Initial Price

- Energy Star Fixtures need More Consistent Placement
- Easiest to Implement

2) Educate Consumer on Lower Overall Operating Costs and Environmental Benefits

- Provide Consumer Financial Incentive
- Utility Bill Stuffers or Direct Mail
- Web Site Education and Information
- Public Service Announcements or Paid Advertising

Home Renovation Solutions (2)

Options to Promote Energy Star Fixtures (Cont'd)....

3) Energy Star Fixture Displays at Lighting Showrooms

- Convince Showrooms to Stock Fixtures
- Educate Sales Staff to Educate Consumers
- Provide Rebate Incentives to Lower Initial Price.

4) Provide Contractor Incentive to Increase Profit Margin

- Plus educate contractor on Energy Star fixture types, lamp types and provide installation training to remove risk.

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Questions?

Discussion?

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