



Addressing Barriers to Energy Efficient
Fixtures and Ceiling Fans

David Shiller, Residential Light Fixtures
Marketing Manager

Kate Lewis, Ceiling Fan Marketing Manager

Barriers to Address



- Inventory, product selection and availability
- Replacement lamps and ballasts
- Price points
- Technical product concerns
 - Color
 - Pin standardization
 - Dimmability
 - Magnetic vs. electronic ballasts



ENERGY STAR Qualified Product



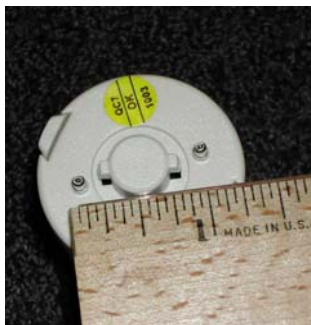
- Inventory
 - EPA working closely with showrooms, retailers, electrical distributors, builders, and e-tailers to drive product stocking and inventory
- Product Availability and Selection
 - Increase of products from **5249** qualified fixtures to over **9,100** over the past year
 - New product, as well as product families now available (including multi-light chandeliers)
 - Increase in decorative product



ENERGY STAR Qualified Product



- Replacement lamps and ballasts
 - Amended spec to ANSI standardized bases
 - Working with showrooms, retailers, and manufacturers to encourage the stocking and availability of replacement lamps
 - Manufacturers beginning to use replaceable ballasts, removable without soldering or screws.
 - Progress towards universal ballasts that drive multiple lamp wattages.
 - NEMA and ALA are working with industry to determine a workable solution to further standardized pin base for lamps



Price Points

- Some retailers and showrooms are slow to adopt ENERGY STAR qualified product because the price points are higher than incandescent product
- However, many savvy retailers and showrooms use ENERGY STAR as an **upsell** to **increase profits** and **build loyalty** with their consumers
- Lamp-ballast combination pricing is decreasing, helping to drive lower price points
- ALA-NEMA matrix has helped manufacturers quickly develop product and minimize financial testing burden

Technical Product Concerns



- NEMA and LRC are currently working on ways to address lamp color
- Lamp manufacturers continue to work on a solution for dimmability. Some two-wire dimmable product will be available later this year.
- Increased use of electronic ballasts minimizes humming and other concerns associated with magnetic ballasts

Thanks to all of you...



“The ENERGY STAR Program is having a decided impact on the residential lighting marketplace.”

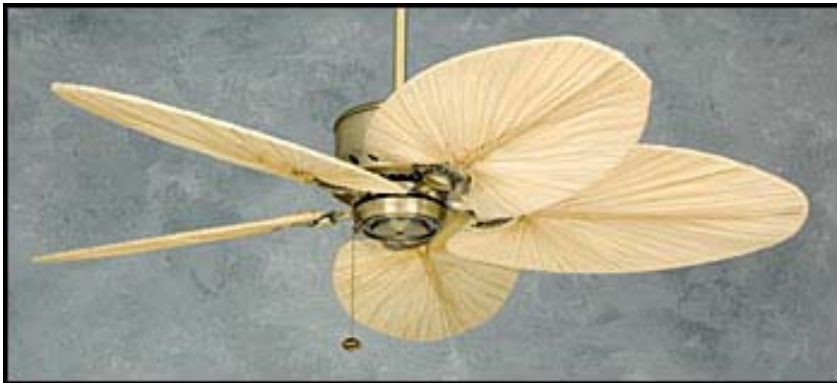
Home Lighting & Accessories Magazine
December, 2003

Conventional Ceiling Fans



- New trends 2004
 - Continued move away from “appliance”: Models even more creative than last year in design.
 - Designers are getting more daring and manufacturers are taking risks with design
 - Fans being designed around themes and families
 - Back to the basics: pulley fans making a comeback?
- With more creative designs, technologies are emerging such as halogens for smaller light kit space and changes in motor design
- Because of the variety in designs, people are beginning to install fans in non-traditional rooms

Conventional Ceiling Fans



Conventional Ceiling Fans



Conventional Ceiling Fans



Specification Overview



- Key Requirements Tier 1:
 - Minimum CFM and CFM/watt requirements
 - Pin based option in light kits
 - Minimum 30-year motor, 1-year component, and 2-year light kit warranty requirements
- Key Requirements Tier 2:
 - Initial 5% testing tolerance will be dropped; products must meet absolute minimum levels
- Items left to explore:
 - Standby power and noise

Testing Requirements: Labs



- ETL Semko, Hunter, and UL Taiwan



Source: ETL Semko

Testing Requirements: Labs



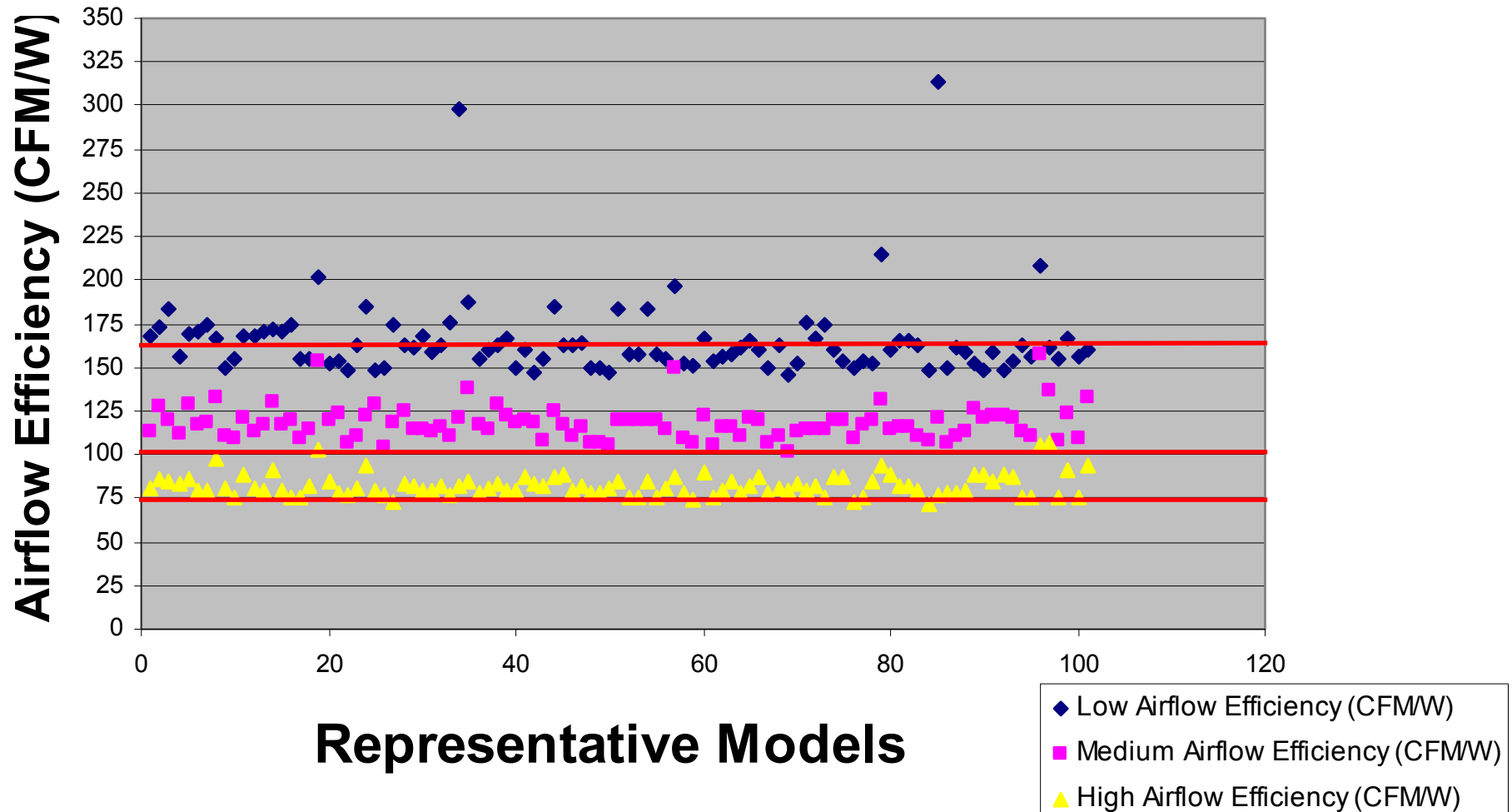
Source: ETL Semko

Testing Requirements (cont)



- Ceiling Fans are tested for total CFM and CFM/watt
- Light kits must be attached during test if sold with fan
- Light kits are tested to ENERGY STAR light fixture requirements

Airflow Efficiency for ENERGY STAR Qualified Residential Ceiling Fans



ENERGY STAR and Design



Sea Gull Lighting

ENERGY STAR and Design



Casablanca

ENERGY STAR and Design



Hunter Fan



Harbor Breeze

Hunter for Costco



ENERGY STAR and Design (cont)



Hampton Bay

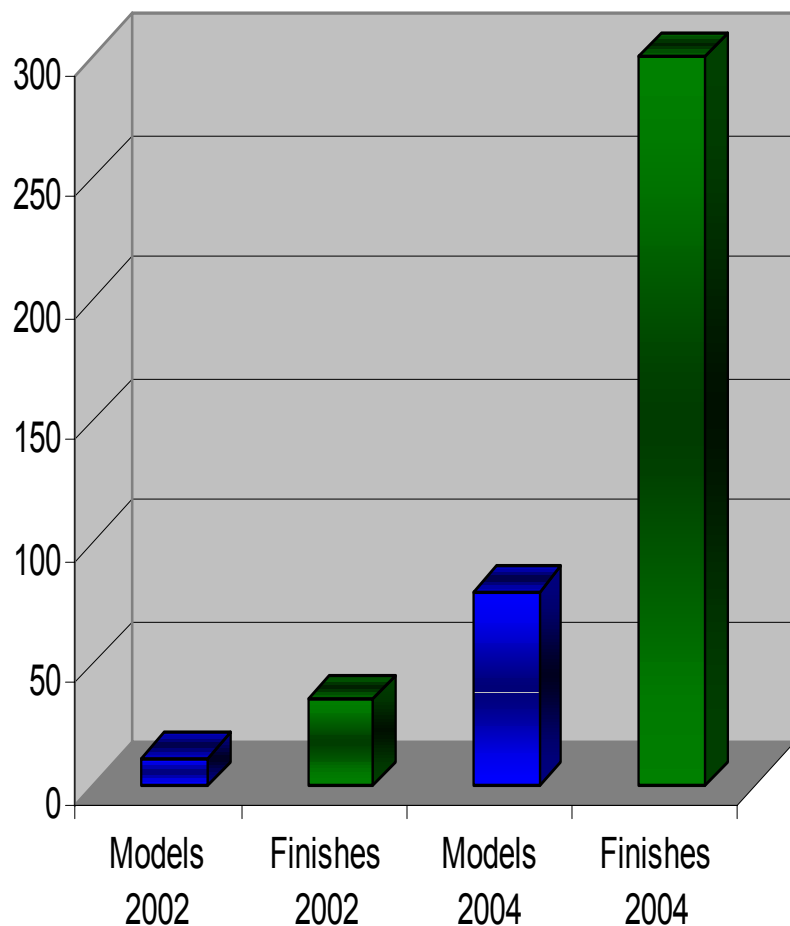
Modern Fan Company



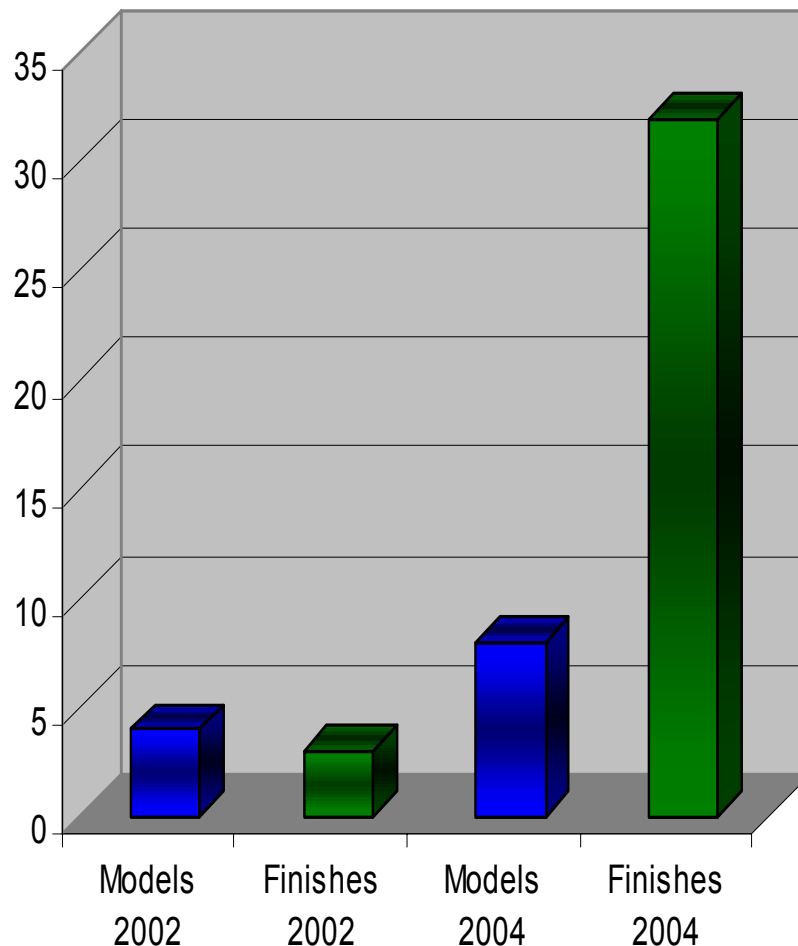
Supply: 2002 vs. 2004



**Ceiling Fan Supply 2002 Vs 2004
(Models Vs Finishes)**



**Ceiling Fan Lighting Products Supply 2002
Vs 2004 (Models Vs Finishes)**



Why Lighting



- Fans are efficient products already
 - EPA goal: messaging
 - Ceiling fans with lighting account for highest sales and greatest savings
 - Many fans are used for general lighting as well as air movement
 - Utility interest in maximizing energy savings

Why Lighting



Cool Change Tips:

- Ceiling fans cool people, not rooms – turn them off when you leave.
- Adjust your thermostat during fan use to save on air conditioning costs
- For year-round savings, reverse the fan motor in the winter to redistribute warm air

Source: Casablanca Web site



Why Lighting



Source: Emerson Fan Web site

The Market Actors



MANUFACTURERS

RETAIL CHANNELS:

Showrooms

DIY

Hardware

END MARKET SEGMENTS:

New Construction Builder

Retail Consumer

Sales Barriers



- ENERGY STAR relevance in this category
- Demand vs. supply
- Aesthetics rule
- Fans with lighting and rebates
 - Integrated lighting: clear
 - Qualified fan + qualified light kit: not so clear

Wrap-up



- Attend the partner breakout session this afternoon at 3:30
- Roundtable discussion that will include ceiling fan manufacturers, utility representatives, and a retailer
- Goal is to answer the following overarching question:
 - “Now that we have the inventory and interest from various market players, how do we kick-start demand and increase sales of ENERGY STAR qualified ceiling fan products?”