Creating a Sustainable National Market for ENERGY STAR Qualified Lighting

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American Lighting Association
What is the ALA?

- American Lighting Association (ALA) is a trade association representing the lighting industry.
- Members include fixture and fan manufacturers, retail showrooms, electrical distributors, sales representatives and lighting designers.
- Work with members to address concerns in the lighting industry:
  - Provide trainings/education
  - Lighting certification programs
  - Track legislation/state codes pertaining to lighting & fans
  - Partnerships with Government programs e.g. ENERGY STAR
ALA Relationship with ENERGY STAR

- ENERGY STAR Partner since 2001
- Nearly 300 member showrooms are ENERGY STAR partners
- Bring ENERGY STAR messaging to members
  - ALA Web site
  - Trainings/Conferences
  - Member outreach materials e.g. faxes, newsletters
  - ENERGY STAR representatives at Annual Conference
What are Some Market Barriers Affecting ALA Members?

- **Lack of consumer awareness**
  - Consumers & sales staff don’t understand advantages of ENERGY STAR qualified products

- **Product Availability/Price**
  - Showrooms/electrical distributors do not stock products if consumers/builders are not asking for them
  - ENERGY STAR qualified fixtures more expensive to purchase

- **Negative consumer perceptions**
  - Appearance of fluorescent light & fluorescent products
  - Bad experience with low-quality products
Addressing Lack of Awareness

- Educate members
  - ENERGY STAR education section in ALA member training manual and online training
  - ENERGY STAR representatives speak at ALA Annual Conference to address and educate members
  - ENERGY STAR hand-outs/posters at ALA booth in Dallas Market and during showroom training sessions

- Provide tips on benefits of ENERGY STAR qualified lighting:
  - Feature benefits in *Lightrays/faxes to members*
  - Mail postcards with selling tips to showroom members
Addressing Product Availability/Price

- Provide members with information on successes of stocking and promoting ENERGY STAR
  - ENERGY STAR showroom case studies on ALA Web site
    - Demonstrates showroom success stories with ENERGY STAR
    - Highlight manufacturers whose ENERGY STAR qualified products are being sold
    - Tips/strategies for other showroom members to successfully sell qualified product
Addressing Product Availability/Price

- Provide members with information on successes of stocking and promoting ENERGY STAR
  - Highlight ENERGY STAR success stories in bi-monthly newsletter
  - Provide information on ENERGY STAR Advanced Lighting Package (ALP) for new construction
    - Encourage members to tap into this distribution channel
    - Encourage showrooms/distributors to be source of decorative fixtures
Addressing Negative Consumer Perceptions

- Sponsor *Lighting For Tomorrow* design competition to combat negative consumer perceptions on fluorescent technology
  - Engages manufacturers in the development of attractive and innovative designs
  - Makes showrooms/distributors aware and interested in decorative fluorescent product
  - Encourages stocking/promoting of ENERGY STAR qualified fixtures
Plans Moving Forward to Address Market Barriers

- Updating ALA Web site
  - Including information about T-24 and ENERGY STAR as a quality solution
- Continuing to update online training and member training manual with ENERGY STAR messaging
- Launching *Simply Perfect Lighting* consumer magazine with Better Homes & Gardens this fall
- Bringing ENERGY STAR success stories to members to encourage increased stocking/promoting of ENERGY STAR qualified products
  - More case studies