

PHILIPS

sense and simplicity

Bringing an ENERGY STAR Certified Lighting Product to Market

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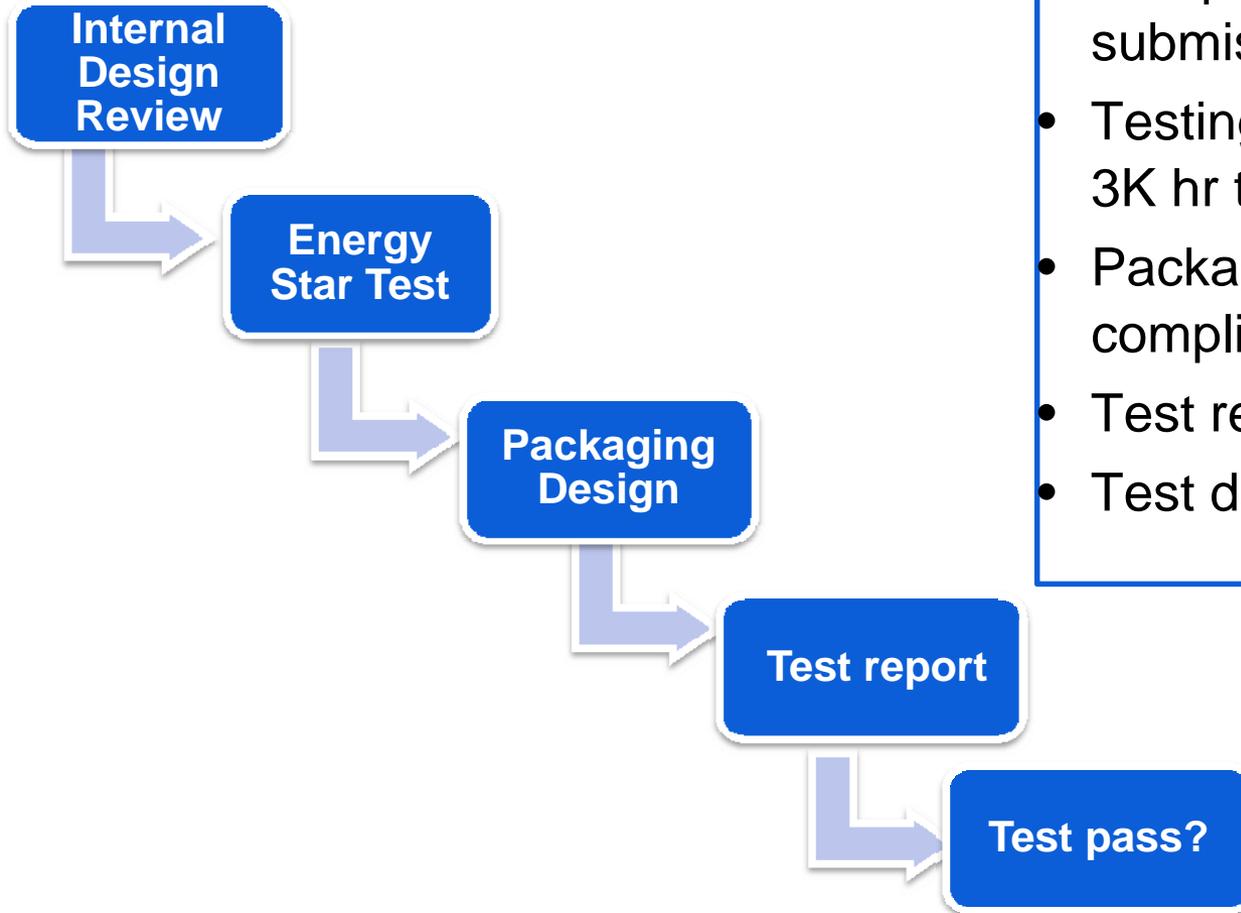
Designing a product for ENERGY STAR

- Decision to design a product to meet Energy Star
 - Technical capability
 - Customer driven
 - Rebates
 - Market driven
 - Competitive landscape
 - Portfolio management strategy
 - Costs
 - Benefits

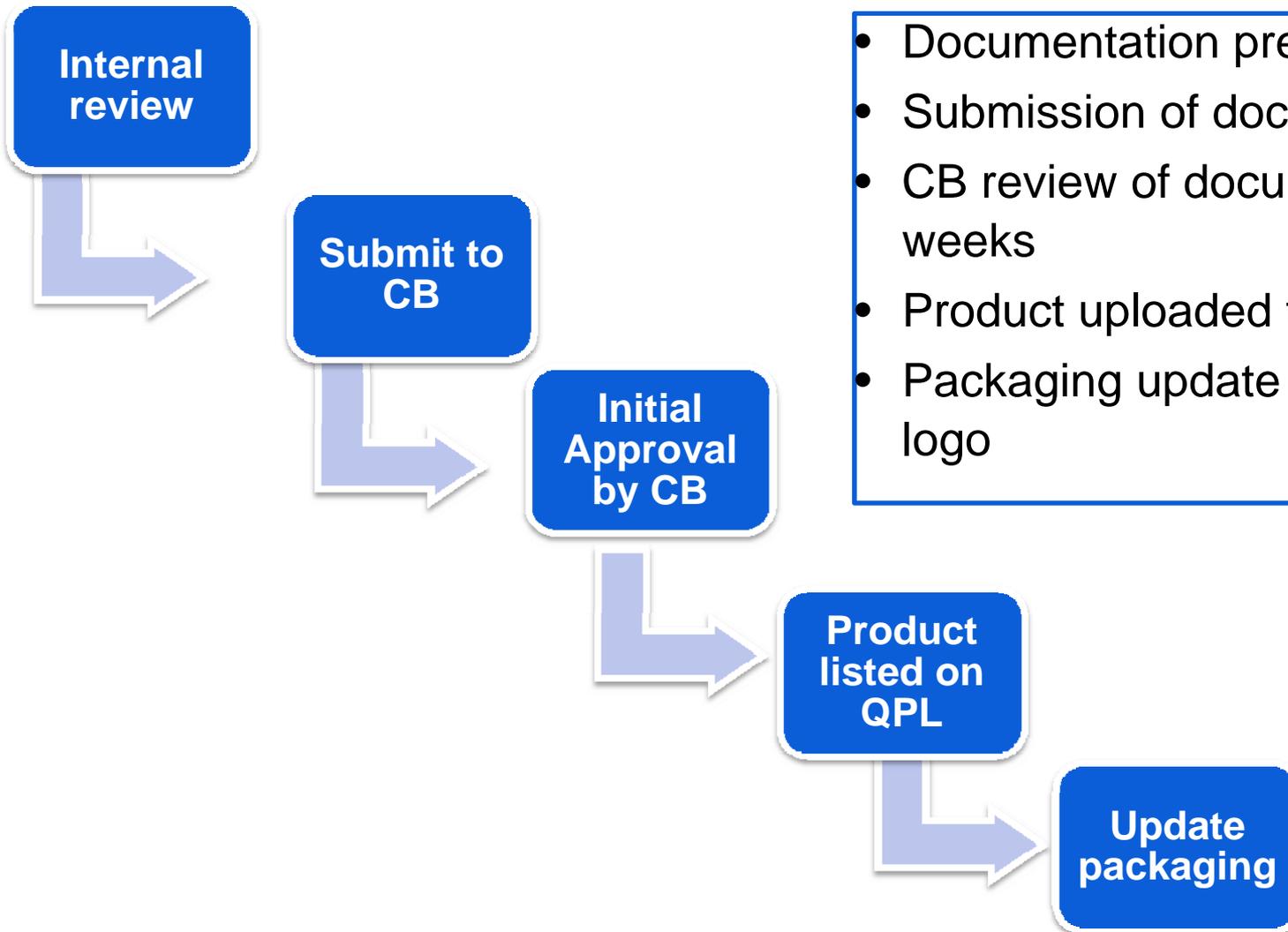


Testing a product for ENERGY STAR

- Internal design review
- Sample preparation and submission
- Testing requires ~18 weeks for 3K hr testing
- Packaging design to ensure compliance ~ 4 weeks
- Test report review
- Test data pass go/no go



Certifying a product for ENERGY STAR



- Documentation preparation
- Submission of documents to CB
- CB review of documentation ~ 3 weeks
- Product uploaded to QPL ~ 2 weeks
- Packaging update and approval with logo

Shipping an ENERGY STAR product

- Scenarios that impact ENERGY STAR products shipment

❖ Decision to launch before ENERGY STAR

- First to market product
- New innovation
- Product replacement

❖ Packaging impact

- ENERGY STAR qualified product on shelf without logo

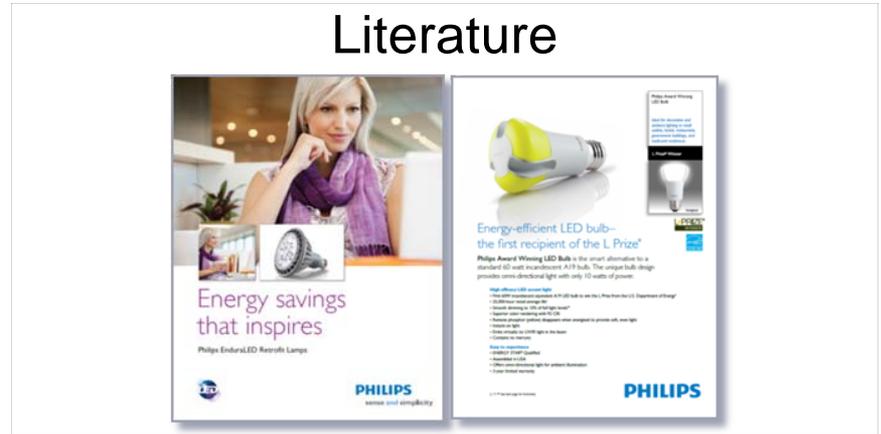


Marketing an ENERGY STAR product

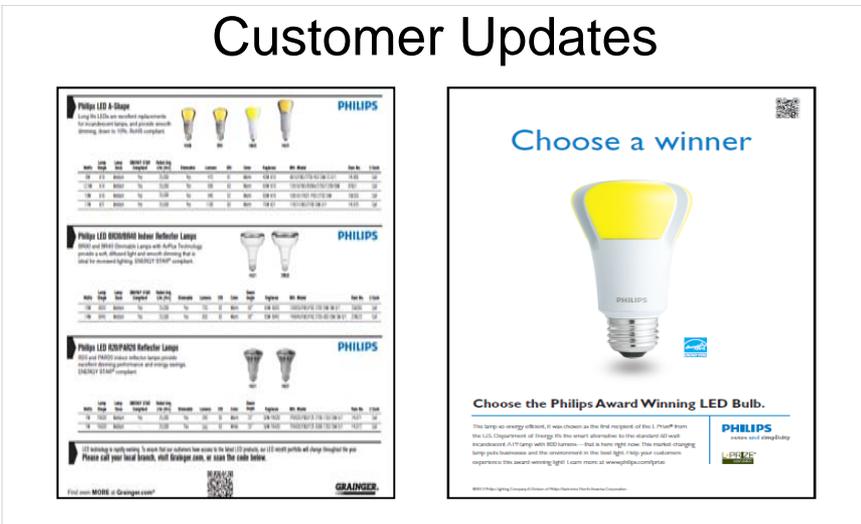
Packaging



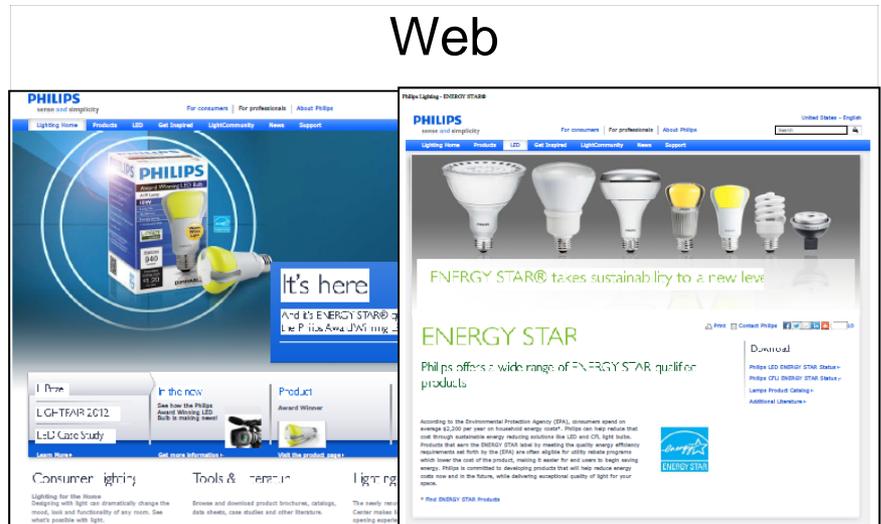
Literature



Customer Updates



Web



Summary

- ENERGY STAR is a requirement
- Limitations
 - Speed to market due to testing requirements
 - On shelf packaging with logo
 - Product listing on QPL
- Campaign approach marketing



