

PHILIPS

sense and simplicity

Bringing an ENERGY STAR Certified Lighting Product to Market

Jennifer Burns

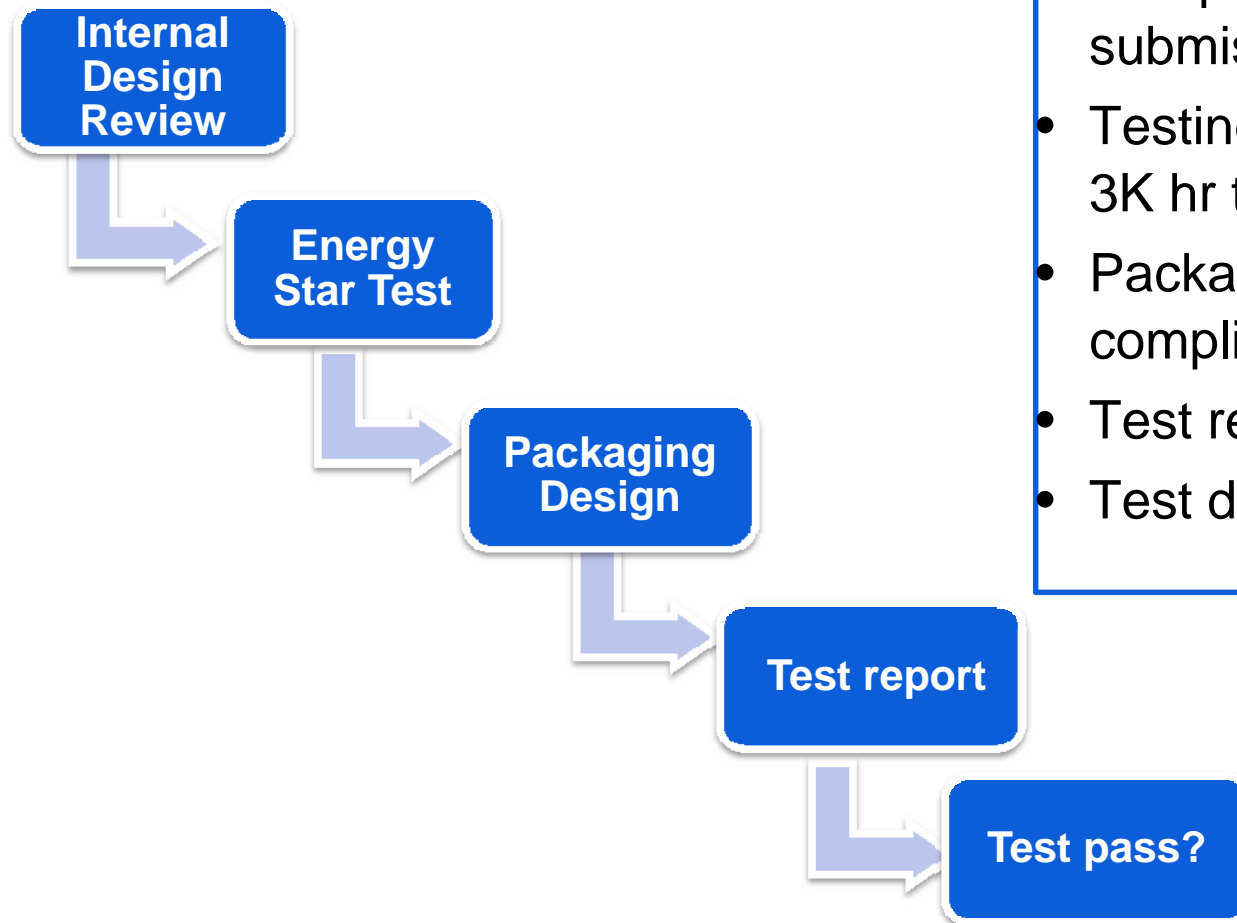
October 22, 2012

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

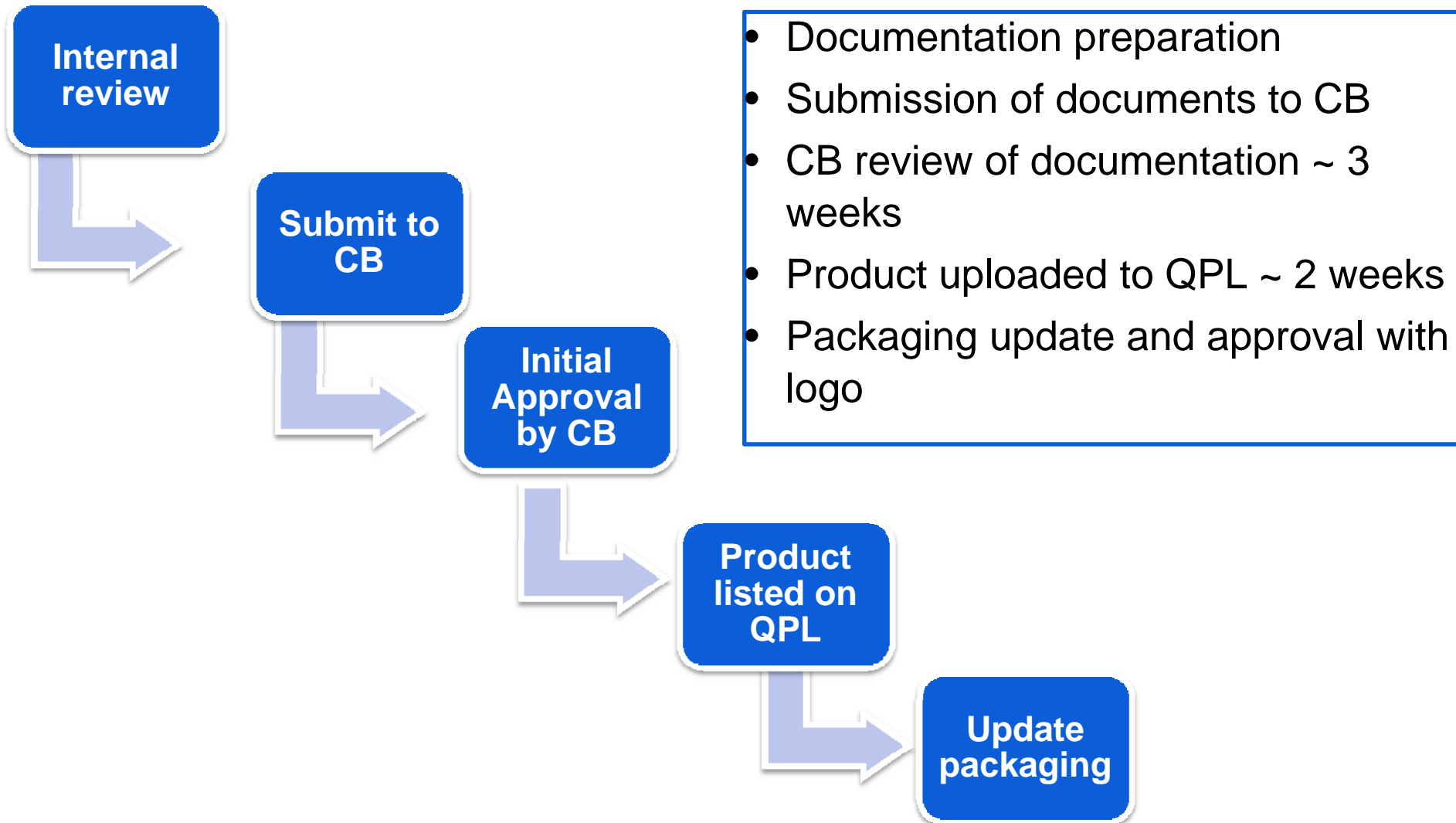


Testing a product for ENERGY STAR



- 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



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

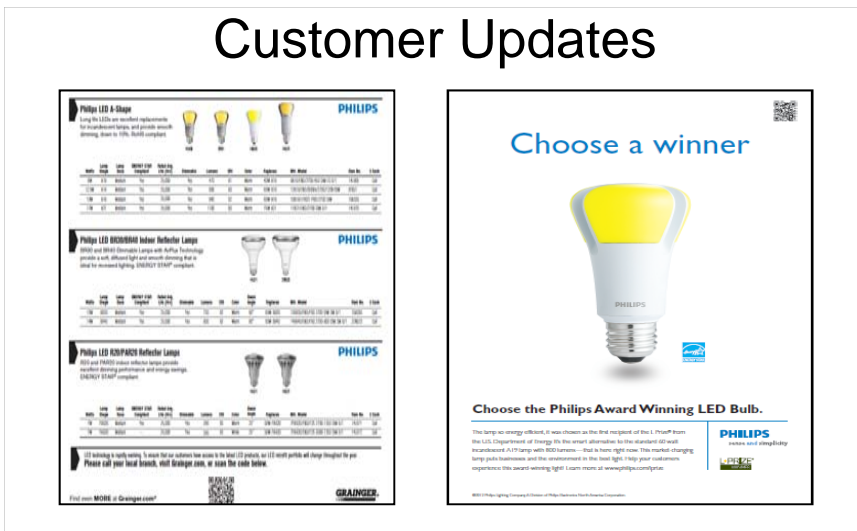
Packaging



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



