Market Barriers
Lighting Fixture Manufacturer Perspective

2006 ENERGY STAR Lighting Partner Meeting
Chris Primous
Product Manager – Progress Lighting
March 2006
**Barrier:** Lack of Awareness of the availability of **Decorative Energy Efficient Fixtures.**

“Of course I know about fluorescent fixtures, those are those things in my laundry room and at my office at work”
Barrier: Lack of Awareness

Consumers know about these:

- CFL lamps that replace med. base Inc lamps
- “Utilitarian” linear fluorescent fixtures
Barrier: Lack of Awareness

But Do consumers know about these?:

- Decorative CFL fixtures that look like incandescent fixtures
- Warm color temperature that resembles INC is available
Barrier: Lack of Awareness

- Showrooms not showing enough decorative ENERGY STAR fixtures
- Not enough consumers are informed about what warm vs cool means and the benefits of using fluorescent fixtures
**Barrier:** Dimming CFL fixtures

“I have this nice energy saving fixture in my dining room, but it’s too bright!”
Barrier: Dimming CFL Fixtures

- Once a CFL chandelier, or all high wattage CFL recessed cans are placed in a home, the homeowner is “stuck” with one illumination level
- Viable residential CFL dimming is not yet readily available
- Ballast manufacturers have not developed consumer-level fluorescent dimming products
**Barrier:** Availability of ENERGY STAR fixtures

“Looks pretty in your catalog, but nobody has stock of the darn thing!?”
Barrier: Lack of Availability

- Classic chicken/egg problem
- Products are not stocked due to sales volume/lack of purchases; lack of purchases due to availability
- Manufacturers/distributors face risk stocking products that are not high volume movers
- For builders, pricing of CFL packages much more than typical INC package with less flexibility
**Barrier:** Confusing and cumbersome utility partner programs

“You want us to fill out how many pages of this??”
Barrier: Utility Programs

- Participation in the programs sometimes requires lengthy and detailed information from the participants
  - More participation could be achieved if made more simple
- Some programs feature one lump sum for lamps/fixtures; and focus primarily on lamps, not fixtures
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