

# Market Barriers

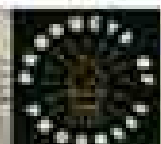
## Lighting Fixture Manufacturer Perspective

2006 ENERGY STAR Lighting Partner Meeting

Chris Primous

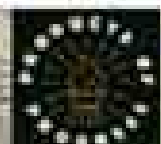
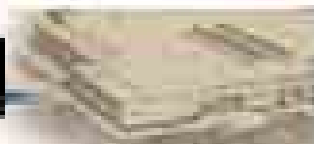
Product Manager – Progress Lighting

March 2006

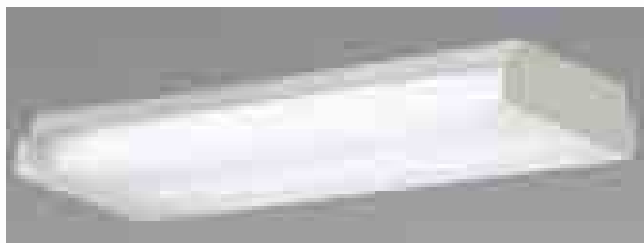


## Barrier: Lack of Awareness of the availability of Decorative Energy Efficient Fixtures.

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

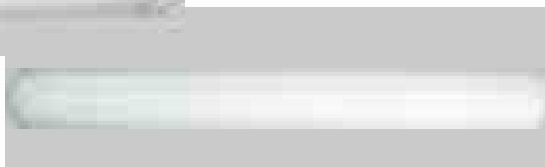


## Barrier: Lack of Awareness



Consumers know about these:

- CFL lamps that replace med. base Inc lamps
- “Utilitarian” linear fluorescent fixtures



1906

1907

1918

1921

1934

1940

1958

1958

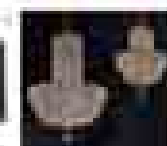
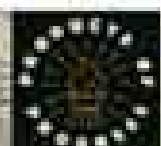
1961

1980

1992

1995

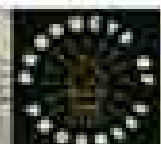
2008



## 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

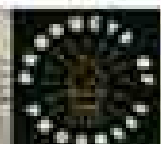


## Barrier: Lack of Awareness



- 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

**Thomasville**  
LIGHTING



## Barrier: Dimming CFL fixtures

"I have this nice energy saving fixture in my dining room,..but it's too bright!"



1906

1907

1918

1931

1934

1940

1958

1959

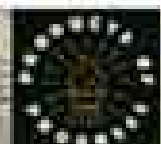
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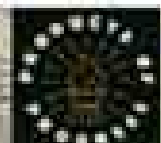


## Barrier: Dimming CFL Fixtures



- 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

1906	Progress Lighting is founded in Chicago, Illinois.
1907	Progress Lighting is founded in Chicago, Illinois.
1918	Progress Lighting is founded in Chicago, Illinois.
1921	Progress Lighting is founded in Chicago, Illinois.
1924	Progress Lighting is founded in Chicago, Illinois.
1934	Progress Lighting is founded in Chicago, Illinois.
1940	Progress Lighting is founded in Chicago, Illinois.
1954	Progress Lighting is founded in Chicago, Illinois.
1958	Progress Lighting is founded in Chicago, Illinois.
1963	Progress Lighting is founded in Chicago, Illinois.
1980	Progress Lighting is founded in Chicago, Illinois.
1993	Progress Lighting is founded in Chicago, Illinois.
1995	Progress Lighting is founded in Chicago, Illinois.
2008	Progress Lighting is founded in Chicago, Illinois.

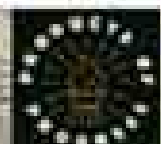


## Barrier: Availability of ENERGY STAR fixtures

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



1906	Progress Lighting is founded in Chicago, Illinois.
1907	Progress Lighting moves to its current location in Chicago, Illinois.
1918	Progress Lighting is acquired by the General Electric Company.
1931	Progress Lighting is acquired by the Westinghouse Electric Company.
1934	Progress Lighting is acquired by the General Electric Company.
1940	Progress Lighting is acquired by the General Electric Company.
1958	Progress Lighting is acquired by the General Electric Company.
1961	Progress Lighting is acquired by the General Electric Company.
1980	Progress Lighting is acquired by the General Electric Company.
1993	Progress Lighting is acquired by the General Electric Company.
1995	Progress Lighting is acquired by the General Electric Company.
2008	Progress Lighting is acquired by the General Electric Company.

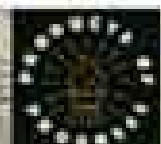




## Barrier: Lack of Availability

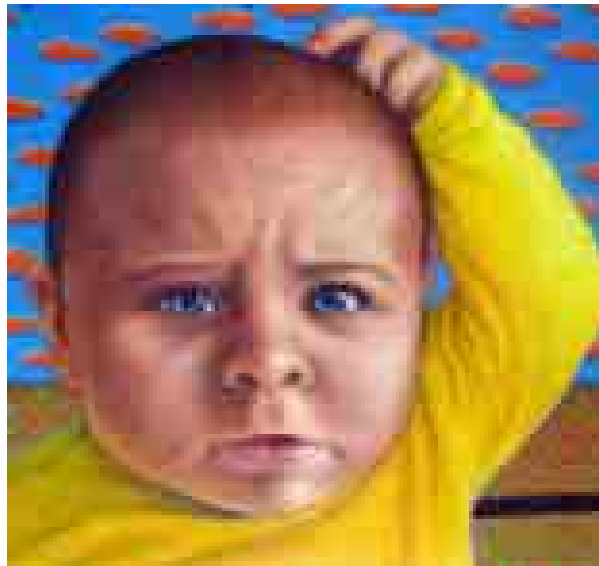


- Classic chicken/egg problem
- Products are not stocked due to sales volume/lack of purchases; lack of purchases due to availability
- Manufacturers/distributors face risk stocking products that are not high volume movers
- For builders, pricing of CFL packages much more than typical INC package with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

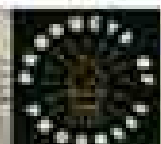


## Barrier: Confusing and cumbersome utility partner programs

“You want us to fill out how many pages of this??”



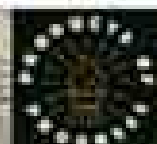
1906	Progress Lighting is founded in Chicago, Illinois.
1907	Progress Lighting moves to its current location in Chicago, Illinois.
1918	Progress Lighting introduces the first incandescent light bulb.
1931	Progress Lighting introduces the first fluorescent light bulb.
1934	Progress Lighting introduces the first LED light bulb.
1940	Progress Lighting introduces the first energy-efficient light bulb.
1954	Progress Lighting introduces the first dimmable light bulb.
1958	Progress Lighting introduces the first smart light bulb.
1961	Progress Lighting introduces the first color-changing light bulb.
1980	Progress Lighting introduces the first energy-saving light bulb.
1992	Progress Lighting introduces the first energy-efficient light bulb.
1995	Progress Lighting introduces the first energy-saving light bulb.
2008	Progress Lighting introduces the first energy-efficient light bulb.



## 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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