



# ENERGY STAR Fixtures and Ceiling Fans: Progress on Supply, Technology, and Retail

David Shiller, U.S. EPA

# Fixtures: Where do We Stand Now?



- **62 manufacturers with products**
- **241 lighting showroom partners**
- **300+ distributor partners**
- **Working closely with trade association partners**
  - **American Lighting Association (ALA)**
  - **Lighting One**
  - **National Association of Electrical Distributors (NAED)**
  - **National Association of Independent Lighting Distributors, Inc. (NAILD)**

# ENERGY STAR Qualified Fixture Products



- **Product Availability and Selection**

- Continued increase in products to over **9,500** qualified fixtures
- Increase in decorative product and launches of new families of products
- Qualified designer lines coming
- **90** qualified recessed cans
  - Different Wattages
  - Multiple trims
  - Various Sizes
  - IC and AT options



# ENERGY STAR Qualified Fixtures and Families



# ENERGY STAR Qualified Fixtures and Families



# What's New with ENERGY STAR Qualified Fixtures?



- **New RLF specification v4.0**
  - Effective October 1, 2005
  - Lamp life, lumen maintenance, color, annual quality assurance
    - Further improve customer satisfaction and acceptance of technology
  - Focuses on ease-of-use for consumer
    - Ship with lamps
    - Replaceable ballasts
  - Line-Voltage Socket standardization

# What's New with ENERGY STAR Qualified Fixtures?



- **Introduction of the option of self-ballasted pin-based lamps**
  - Pin-based solution
  - Removes lamp/ballast compatibility issues
  - Solves ballast replaceability and availability issues
  - Allows consumers to choose and change wattages
  - Prepares for future light sources
  - Cuts cost and lamp size
  - Plus additional benefits
- **Dimmability**

# Ceiling Fans: Where do we stand now?



- **28 manufacturer partners**
- **100+ qualified ceiling fans and over 550+ finishes**
- **31 qualified ceiling fan light kits**
- **Many ceiling fan partners are also fixture partners**
  - Development of both fixtures and ceiling fan lines that carry the ENERGY STAR: cross marketing opportunities
  - Families being developed to include ceiling fans
  - Approved lamp and ballast combinations can be applied to both fixtures and light kits
  - EPA's marketing and outreach this year mirrors this overlap, including ceiling fans in most fixture initiatives



# ENERGY STAR Qualified Ceiling Fan Products



- **More ENERGY STAR light kits emerging and in development due to:**
  - Increased interest by utilities in ceiling fans and multiple incentive opportunities available nationwide
  - Increased interest and demand by builder community
  - Ability to apply one lamp ballast combination to multiple light kits
  - Ability to provide the customer with the maximum savings that an ENERGY STAR ceiling fan and light kit offer
- **The last year was a developing one: manufacturers more familiar with the qualification and testing process and are using a chosen platform to base additional light models**

# What's Happening in the Ceiling Fan Market?



- **More flexible fan designs with multiple finishes geared toward increasing DIY market**
- **Fans designed to fit specific styles of existing and new fixture families**
  - New relationships budding between ceiling fan and fixture manufacturers
- **More lighting options available:**
  - Uplighting becoming more common, often used in conjunction with downlighting
  - Interest in LED technology as a secondary light source

# ENERGY STAR Qualified Ceiling Fans



# ENERGY STAR Initiatives



- **Showroom Initiative**

- Partnered with Lighting One, American Lighting Association
- 5 showroom case studies developed (promoted on ALA Web site)
- Increased showroom participation in CAL 2004
- Integration of ENERGY STAR into ALA training courses and manual

- **Electrical Distributor Initiatives**

- Partnered with NAED and NALD
- 300+ distributors signed
- Publication in distributor trade pubs
- Training distributors



# ENERGY STAR Initiatives



- **New Construction Initiative**
  - 5 Advanced Lighting Package (ALP) case studies developed
  - Adoption of the Advanced Lighting Package (ALP) by:
    - Builders
    - National Association of Home Builders (NAHB)
    - Green builders such as Built Green Colorado
    - ENERGY STAR new Homes program



# ENERGY STAR Initiatives



- New Construction Initiative
  - Support from utilities and industry leaders:
    - **ALP pilot efforts**
      - Sierra Nevada Power, TXU
    - **Incentives for the ALP**
      - Delaware Energy Office
    - **Including ALP in field guides**
      - Maryland Energy Office
    - **ALP as alternative to 50% socket requirement**
      - Northwest Energy Efficiency Alliance (NEEA)
    - **Promoting ALP**
      - City of Fort Collins, Colorado Springs Utilities, Sunset Western Home Alliance, Tacoma Power, **and more...**



# Examples of Partners Promoting ENERGY STAR



## Increase Your Sales and Profits: Join ENERGY STAR®



*This Benefit Available Through Your NAED Membership*

*For more information on becoming an ENERGY STAR partner, contact Laurie Mueller-Bevirt, National Association of Electrical Distributors, at (314) 991-9000.*



Photos courtesy of: Sea Gull Lighting, Progress Lighting, Brookline Lighting, Hunter Fan Company, and American Fluorescent.

## Why Join ENERGY STAR?

- **Higher profit opportunity.** Upsell ENERGY STAR qualified products that use the latest technologies and meet quality standards for profit.
- **Free marketing resources.** Use free marketing templates and messaging developed by ENERGY STAR.
- **Gain third-party credibility.** Use the ENERGY STAR mark in your advertisements, marketing, and in-store materials to add credibility from a government-backed source.
- **Recognized as an industry leader.** Differentiate yourself by selling products that save money, while protecting the environment. NAED partners are listed on the ENERGY STAR web site.

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.  
[www.energystar.gov](http://www.energystar.gov)



**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**

Featured in NAED's *TED* magazine

# Examples of Partners Promoting ENERGY STAR



## Don't Miss Out – Participate in the 2004 ENERGY STAR® Change a Light, Change the World Campaign Now!!

The 2004 ENERGY STAR Change a Light, Change the World Campaign is a nationally coordinated effort to encourage every American to make their next light an ENERGY STAR fixture. Last year's campaign garnered 12.7 million media impressions via radio, TV and print advertising! This year's campaign runs from October 1 through November 30, 2004, and offers many innovative ways to participate.



### Key Campaign Calls to Action:

- Make your next light an ENERGY STAR, and Change a Light, Change the World
- Change out the most frequently used 5 fixtures or bulbs with ENERGY STAR.

### Why Participate?

- An opportunity to sell more products
- Offers unique angle for fall marketing and PR efforts
- Supported by national PR push from ENERGY STAR
- ENERGY STAR manufacturer, retailer, utilities and REPs Partners execute and pitch the campaign both locally and nationally
- Make use of FREE promotional materials designed to:
  - Generate awareness about ENERGY STAR qualified lighting products
  - Provide lighting showrooms with the tools necessary to educate customers about the array of energy-efficient lighting solutions available



### Selling Tips for ENERGY STAR Qualified Light Fixtures

- Long use - CFLs last 7 years under normal use
- Stylish and energy efficient; provide high-quality lighting using 2/3 less energy, which equates to utility bill savings for your customers
- Generate 70 percent less heat than standard incandescent lighting
- Laboratory tested to meet strict quality and efficiency requirements set by the U.S. Environmental Protection Agency (EPA)
- Decorative fixtures are available for many different applications including outdoor lighting, table lamps, recessed cans, pendants, sconces, torchieres, etc.



### Promotional Materials for Lighting Showrooms



Fixture Brochure



Showroom Poster  
17" x 22"



Hang Tags



Window Decal and/or Stand-Up Card



For more information, and to sign up as a participant and receive the Change a Light, Change the World Marketing & Promotional Guide Templates on CD, please contact Amy Wommack at [awommack@americanlightingassoc.com](mailto:awommack@americanlightingassoc.com) or at (214) 698 – 9898.



Featured in ALA's *LightRays*



# Growing Demand for Energy-Efficient Lighting



- **Increased interest in stocking/selling**
  - More dedicated ENERGY STAR fixture displays
- **Increased presence of ENERGY STAR qualified fixtures at January Dallas Market**
- **Initiatives at the state level to mandate energy-efficient light sources**
  - T24-2005
  - Pacific Northwest 50% of sockets
- **Growing interest from ENERGY STAR utility partners to promote ENERGY STAR qualified fixtures and ceiling fans with lighting**

# Cool Your World Campaign: Ceiling Fans



- **Cool Your World Campaign**
  - Memorial Day – Labor Day
  - Nationwide PR efforts
  - National platform for utilities, manufacturers, and retailers to leverage resources
- Hope to distribute at least 100 showrooms in a box that include hang tags, posters, training materials – double from last year
- Ceiling fan partners adopting templates and talking with utilities/retailers regarding CYW co-marketing efforts
- Stories placed and planned in major trade publications – working with ALA to include ENERGY STAR ceiling fans in outreach via their PR efforts

