



Designing Marketing and Implementing Effective SSL Programs

2009 ENERGY STAR Lighting Partner Meeting
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Catul Kiti
D&R International

DOE SSL Program Overview



- Program established to help consumers identify quality product
- Criteria development and roll out of qualifying product paced to prevent consumer disappointment

Barriers to Adoption of LEDs



- High initial cost
- Poor products and exaggerated manufacturer claims
- Consumer misunderstandings and misconceptions

The Case for EEPS Programs



- Education
- Promote ENERGY STAR qualified products
- Energy savings

Current Product Categories



- **Residential**

- Portable desk lamps
- Recessed, surface and pendant-mounted downlights
- Ceiling-mounted luminaires with diffusers
- Cove lighting
- Surface-mounted luminaires with directional heads
- Outdoor wall mounted porch lights
- Outdoor step lights
- Outdoor pathway lights
- Outdoor pole/arm-mounted decorative luminaires

- **Non-Residential**

- Recessed, surface and pendant-mounted downlights
- Under-cabinet shelf mounted task lights
- Portable desk lamps
- Wall wash luminaires
- Bollards

ENERGY STAR Offers



- Platform for communication
- Technical assistance
 - Quality product identification
- Tools and resources

Web Content



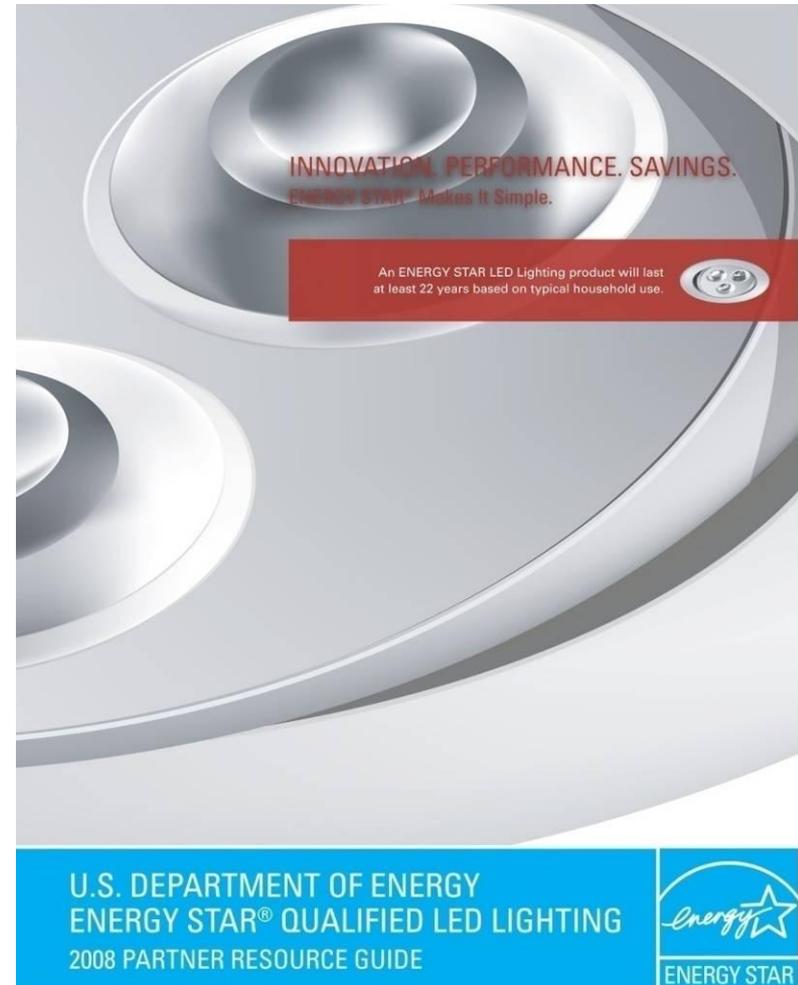
The screenshot shows the ENERGY STAR website interface. At the top, there is a navigation bar with the ENERGY STAR logo and the text "BUY PRODUCTS THAT MAKE A DIFFERENCE" and "U.S. Environmental Protection Agency • U.S. Department of Energy". Below this is a search bar and a navigation menu with tabs for "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". The main content area is titled "Residential LED Lighting for Consumers" and includes a breadcrumb trail: "Home > Products > Lighting > Light Fixtures > Residential LED Lighting". The text describes ENERGY STAR qualified LED lighting as a natural fit for renovation and construction projects, highlighting its energy efficiency (at least 75% less energy) and long lifespan (25 times longer than incandescent lighting). A small house icon is used to illustrate the application. On the left, there is a sidebar menu with categories like "Appliances", "Heating & Cooling", "Water Heaters", "Home Electronics", "Lighting", "Light Fixtures", "Decorative Light Strings", "Advanced Lighting Package", "Ceiling Fans", "Commercial LED Lighting", "Commercial Food Service", "Office Equipment", "Purchasing & Procurement", and "Interested in Partnering?". Below the sidebar, there are links for "Join ENERGY STAR", "Why Choose ENERGY STAR Qualified LED Lighting?", "Buyers Guide", "Learn About LEDs", and "LED FAQs". On the right side of the main content area, there are four green buttons: "FIND A PRODUCT" (with an "Excel" link), "FIND A STORE", "SPECIAL OFFERS", and "LED LIGHTING RESOURCES FOR PARTNERS". Below these buttons is a "Resources" section with links for "Qualified Residential LED Lighting", "Excel", "Manufacturer List", "Why Choose ENERGY STAR", and "Buyers Guide". At the bottom, there is an "Email This Page" button and a footer with various links and logos, including EPA and DOE logos.

- Product List
- Product Finder
- Rebate Finder
- FAQs
- Consumer Education Tools
- Savings Calculator (under development)

Partner Resource Guide



- Provides sample marketing messaging
- Contains graphs and tables;
 - customized to meet your needs
- Compares LEDs to other light sources



Sample Info Graphics

Did you know?

You need 40 incandescents or 6 CFLs to match the lifespan of 1 LED!



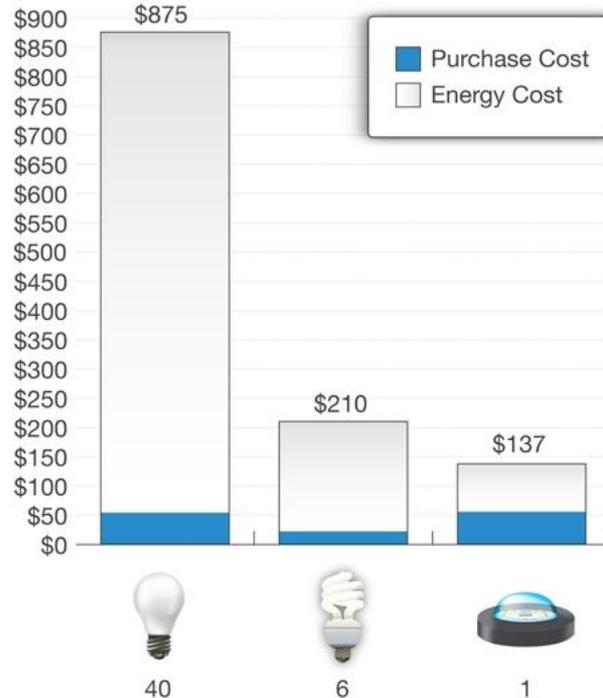
Incandescent
Light Bulbs

CFLs

LED

Save BIG with LEDs...

LEDs use 10-12 times less energy than incandescent bulbs!



Substituting 1 LED for 40 incandescent bulbs can save you **\$738³**

EEPS Program Design



- **General Guidelines**
 - Maintain quality by only providing incentives for ENERGY STAR qualified products
 - Clearly communicate benefits of LEDs to customers