

# Welcome to St. Paul!

ENERGY STAR® Products Partner Meeting 2012

St. Paul, Minnesota

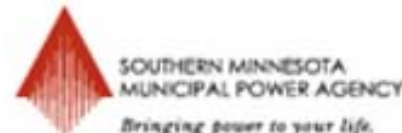
October 22, 2012

# Welcome to St. Paul!

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ENERGY STAR would like to thank the following partners for their generous support of the 2012 ENERGY STAR Products Partner Meeting:



# Housekeeping

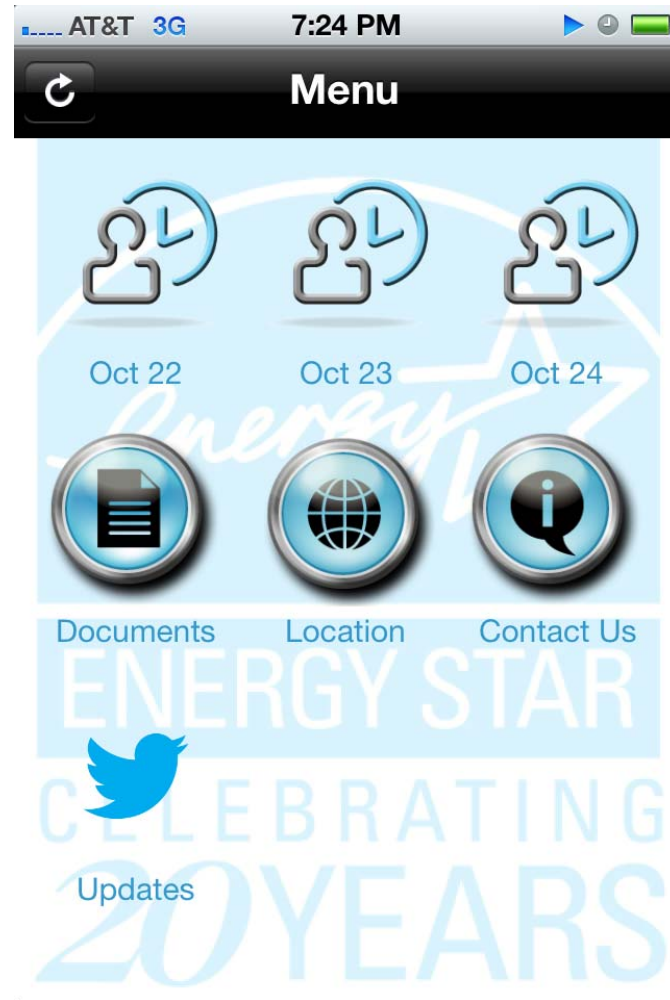




# ENERGY STAR Products Partner Meeting App 1.0

## Features:

- Scheduling
  - Daily schedule with session summary
  - Link for importing individual sessions into your personal calendar
  - Agenda at a glance
  - Session description companion doc
- Map of hotel
  - Exhibitor layout
- Twitter updates
- Reduces paper!



# Agenda: Today



## Monday, October 22 (Day 1)

|                  | Lighting<br><i>Great River Ballroom</i>                                                           |                                                   | Partner Networking* | EXPO<br><i>Capitol Ballroom</i> |
|------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------|---------------------------------|
| 8:00–8:45 a.m.   | Welcome & ENERGY STAR Lighting Update ( <i>Plenary, Great River Ballroom</i> )                    |                                                   |                     |                                 |
| 8:45–9:45 a.m.   | Lighting Specification Development Updates                                                        |                                                   |                     |                                 |
| 9:45–10:00 a.m.  | Break                                                                                             |                                                   |                     |                                 |
| 10:00–11:00 a.m. | WATTS a LUMEN???? ENERGY STAR & EISA:<br>Update & Resources                                       |                                                   |                     |                                 |
| 11:00 a.m.–Noon  | Expanding ENERGY STAR Lighting<br>Portfolios Lessons Learned                                      |                                                   |                     |                                 |
| Noon–1:00 p.m.   | Lunch                                                                                             |                                                   |                     |                                 |
| 1:00–2:00 p.m.   | The Latest in Lighting Test Methods & Standards                                                   |                                                   |                     |                                 |
| 2:00–3:00 p.m.   | Marketing Lighting:<br>The Broad Value<br>ENERGY STAR Delivers                                    | Dimming Performance:<br>Pathway Towards Solutions |                     |                                 |
| 3:00–3:30 p.m.   | Break                                                                                             |                                                   |                     |                                 |
| 3:30–4:30 p.m.   | Bringing an ENERGY STAR Certified<br>Lighting Product to Market                                   |                                                   |                     |                                 |
| 4:30–5:30 p.m.   | All About ENERGY STAR: What Every Partner Should Know<br><i>(Introductory for Newer Partners)</i> |                                                   |                     |                                 |
| 5:30–6:30 p.m.   |                                                                                                   |                                                   |                     |                                 |

\*Partner Networking: Pre-scheduled Meetings, Various Locations

6:30 p.m.

Reception, Hosted by Lowe's Companies, Inc., *Saint Paul Union Depot*



# Evening Cocktail Reception



Reception:  
Saint Paul Union Depot  
6:30pm



# Agenda: Tomorrow Morning



## Tuesday, October 23 (Day 2)

6:30 a.m.–4:30 p.m. Registration

7:00–8:00 a.m. Breakfast

|                       | Plenary & Cross Product Interest<br><i>Great River Ballroom</i>                                                                                     | Appliances & Water Heaters<br><i>Minnesota East</i>           | Electronics<br><i>Minnesota East</i>                      | Lighting<br><i>Great River Ballroom</i>                                          | Partner Networking* | EXPO ** |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------|---------------------|---------|
| 8:00–9:00 a.m.        | Welcome to Saint Paul & ENERGY STAR Update ( <i>Plenary, Great River Ballroom</i> )                                                                 |                                                               |                                                           |                                                                                  |                     |         |
| 9:00–10:00 a.m.       | National Retailer Panel: Strategies for Energy Efficiency Program Partnerships<br>( <i>Cross Track, Great River Ballroom</i> )                      |                                                               |                                                           |                                                                                  |                     |         |
| 10:00–10:15 a.m.      | Break                                                                                                                                               |                                                               |                                                           |                                                                                  |                     |         |
| 10:15–11:15 a.m.      |                                                                                                                                                     | ENERGY STAR<br>Appliance & Water Heater<br>Program Highlights |                                                           | How to Navigate Lighting<br>Certification ( <i>Lighting Manufacturers Only</i> ) |                     |         |
| 11:15 a.m.–12:15 p.m. |                                                                                                                                                     |                                                               | ENERGY STAR<br>Consumer Electronics<br>Program Highlights |                                                                                  |                     |         |
| 12:15–1:15 p.m.       | Lunch & Guest Speaker<br>Environmental Activism: The Role of Young People in Social & Environmental Change ( <i>Plenary, Great River Ballroom</i> ) |                                                               |                                                           |                                                                                  |                     |         |



# Agenda: Tomorrow Afternoon



Tuesday, October 23 (Day 2)

|                 |                                                                                                                                                     |  |  |                                                          |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--|--|----------------------------------------------------------|--|--|
| 12:15–1:15 p.m. | Lunch & Guest Speaker<br>Environmental Activism: The Role of Young People in Social & Environmental Change ( <i>Plenary, Great River Ballroom</i> ) |  |  |                                                          |  |  |
| 1:15–2:15 p.m.  | Youth Change Agents: Real Stories of Young People Making a Difference in Protecting Our Climate ( <i>Plenary, Great River Ballroom</i> )            |  |  |                                                          |  |  |
| 2:15–4:30 p.m.  | Retailer Meet & Greets ( <i>Cross Track, Great River Ballroom</i> )<br>Refreshment Break Will Be Available During This Time                         |  |  |                                                          |  |  |
| 4:30–5:30 p.m.  | Connecting Consumers with ENERGY STAR Certified Products:<br>Advances in EPA Product Lists ( <i>Cross Track, Great River Ballroom</i> )             |  |  |                                                          |  |  |
| 5:30–6:30 p.m.  |                                                                                                                                                     |  |  | The Residential Lighting Market: Past, Present, & Future |  |  |

\*Partner Networking: Pre-scheduled Meetings, Various Locations

\*\*ENERGY STAR Product Expo: Capitol Ballroom (for Lighting); Minnesota East (for Appliances, Water Heaters, Electronics)

6:30 p.m. Reception, Hosted by Best Buy Co., Inc., *The Science Museum*

# Evening Cocktail Reception



Image: Science Museum of Minnesota



Reception:  
Science Museum of  
Minnesota  
6:30pm

# Agenda: Wednesday Morning



## Wednesday, October 24 (Day 3)

6:30 a.m.–Noon

Registration Open

7:00–8:00 a.m.

Breakfast

|                       | Plenary & Cross Product Interest<br><i>Great River Ballroom</i> | Appliances & Water Heaters<br><i>Great River Ballroom</i>                                                  | Electronics<br><i>Minnesota East</i>                   | Partner Networking* | EXPO<br><i>Minnesota East</i> |
|-----------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|---------------------|-------------------------------|
| 8:00–9:00 a.m.        |                                                                 | Appliance Specification Updates & Emerging Technology: What's Next                                         |                                                        |                     |                               |
| 9:00–10:00 a.m.       |                                                                 | Water Heaters (Part 1 of 2): Where Are We Now?                                                             |                                                        |                     |                               |
| 10:00–10:15 a.m.      | Break                                                           |                                                                                                            |                                                        |                     |                               |
| 10:15–11:15 a.m.      |                                                                 | Big Savings Opportunities in Small Market Appliances: Ductless Heating & Cooling, Freezers & Air Purifiers |                                                        |                     |                               |
| 11:15 a.m.–12:15 p.m. |                                                                 | Water Heaters (Part 2 of 2): Case Studies on Innovative Marketing Programs                                 | How to Collaborate to Develop Successful CE Promotions |                     |                               |
| 12:15–1:15 p.m.       | Lunch                                                           |                                                                                                            |                                                        |                     |                               |

# Agenda: Wednesday Afternoon

Wednesday, October 24 (Day 3)

|                 |                                                                                                                    |                                                                               |                                                         |  |  |
|-----------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------|--|--|
| 12:15–1:15 p.m. | Lunch                                                                                                              |                                                                               |                                                         |  |  |
| 1:15–2:15 p.m.  | Independent Retailer Panel: Working Together “Efficiently” for “Efficiency”<br>(Cross Track, Great River Ballroom) |                                                                               |                                                         |  |  |
| 2:15–3:15 p.m.  |                                                                                                                    | EPA Responsible Appliance Disposal (RAD) Program Update<br>(Capitol Ballroom) | Sleek, Streaming & Smart: The Future of the CE Industry |  |  |
| 3:15–3:30 p.m.  | Break                                                                                                              |                                                                               |                                                         |  |  |
| 3:30–4:30 p.m.  |                                                                                                                    |                                                                               | Digital Strategies for the Digital Age                  |  |  |
| 4:30–5:30 p.m.  |                                                                                                                    |                                                                               |                                                         |  |  |

*\*Partner Networking: Pre-scheduled Meetings, Various Locations*

5:30 p.m. Adjourn



# ENERGY STAR Lighting Quick Year In Review

# 20<sup>th</sup> Anniversary: ENERGY STAR Lighting Milestones



## 15 years of ENERGY STAR Lighting

➤ 2009 - more than 80% of consumers are satisfied or very satisfied with CFL performance

➤ 2010 - 60% of U.S. households have at least some ENERGY STAR qualified lighting ...but still so much more savings to be had



# 20<sup>th</sup> Anniversary: ENERGY STAR Lighting Milestones

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## ConsumerReports



- ✓ “ENERGY STAR qualified bulbs meet high standards for brightness, color, and energy use”
- ✓ Choose ENERGY STAR for CFL & LED bulbs.

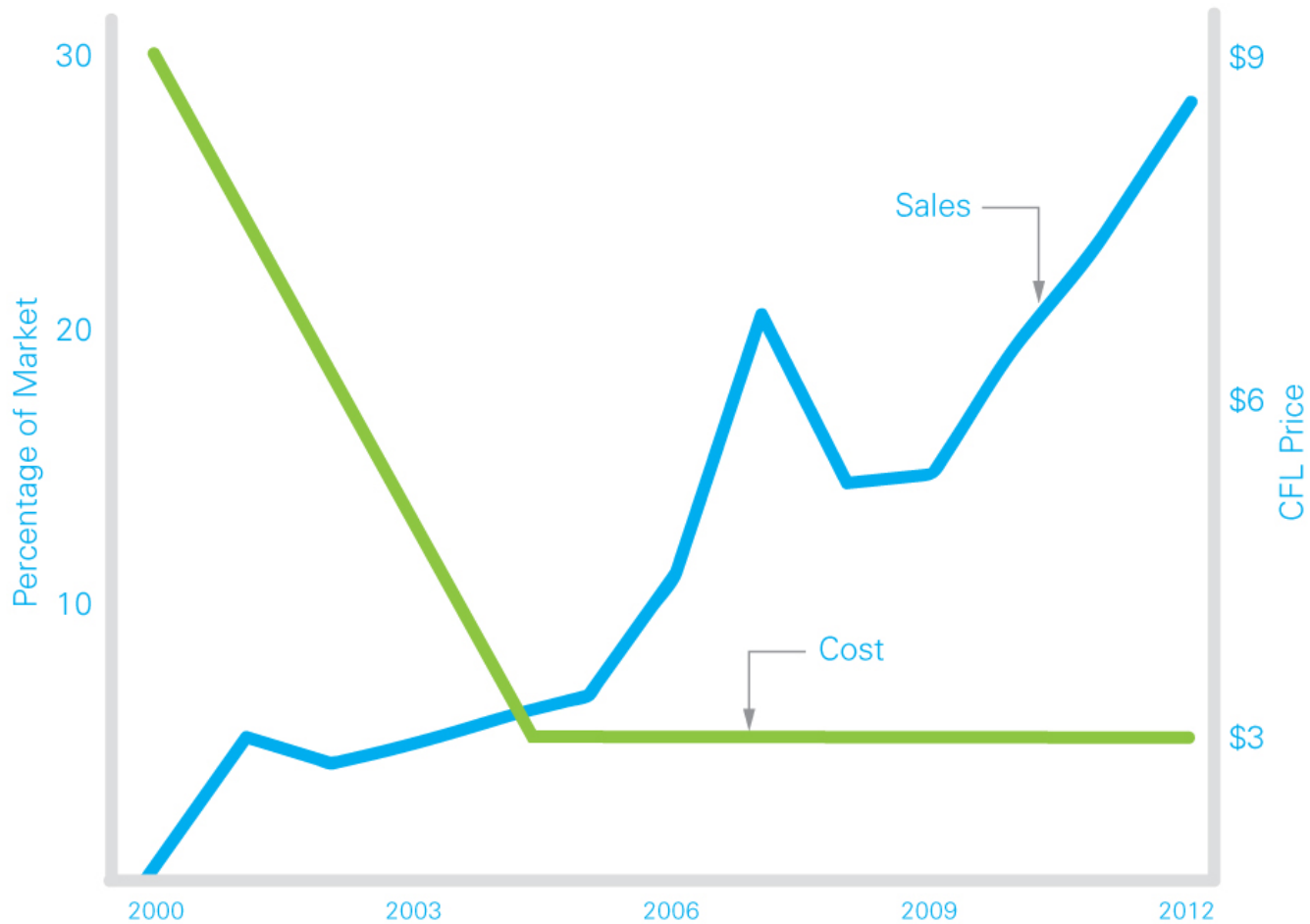
# 20<sup>th</sup> Anniversary: ENERGY STAR Lighting Milestones

*Change a Light, Change the World*  
First National Lighting Campaign  
(2001-2007)





# The ENERGY STAR Difference: CFLs



[www.energystar.gov/20th](http://www.energystar.gov/20th)

# ENERGY STAR Lighting: Quick Year in Review

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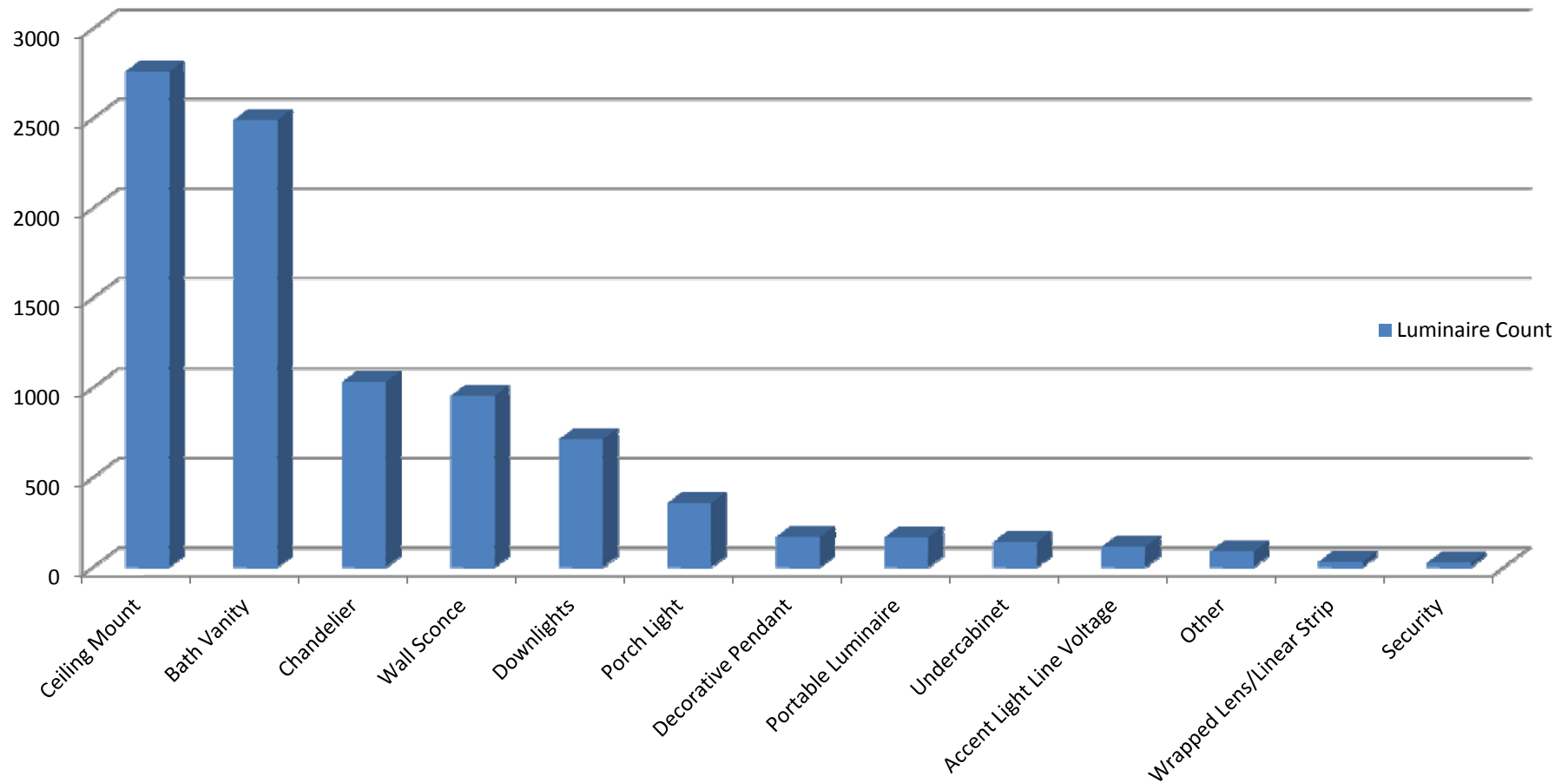


- Specification Integration Halfway Complete
  - Luminaires
    - V1.1 revision finalized, effective since April 1, 2012
    - Certified Lighting Subcomponent Database (CSD) populated
    - Testing, certification & verification testing underway
  - Lamps
    - V1.0 Draft 2 issued
    - Draft 3 by end of 2012

# ENERGY STAR Luminaire Growth



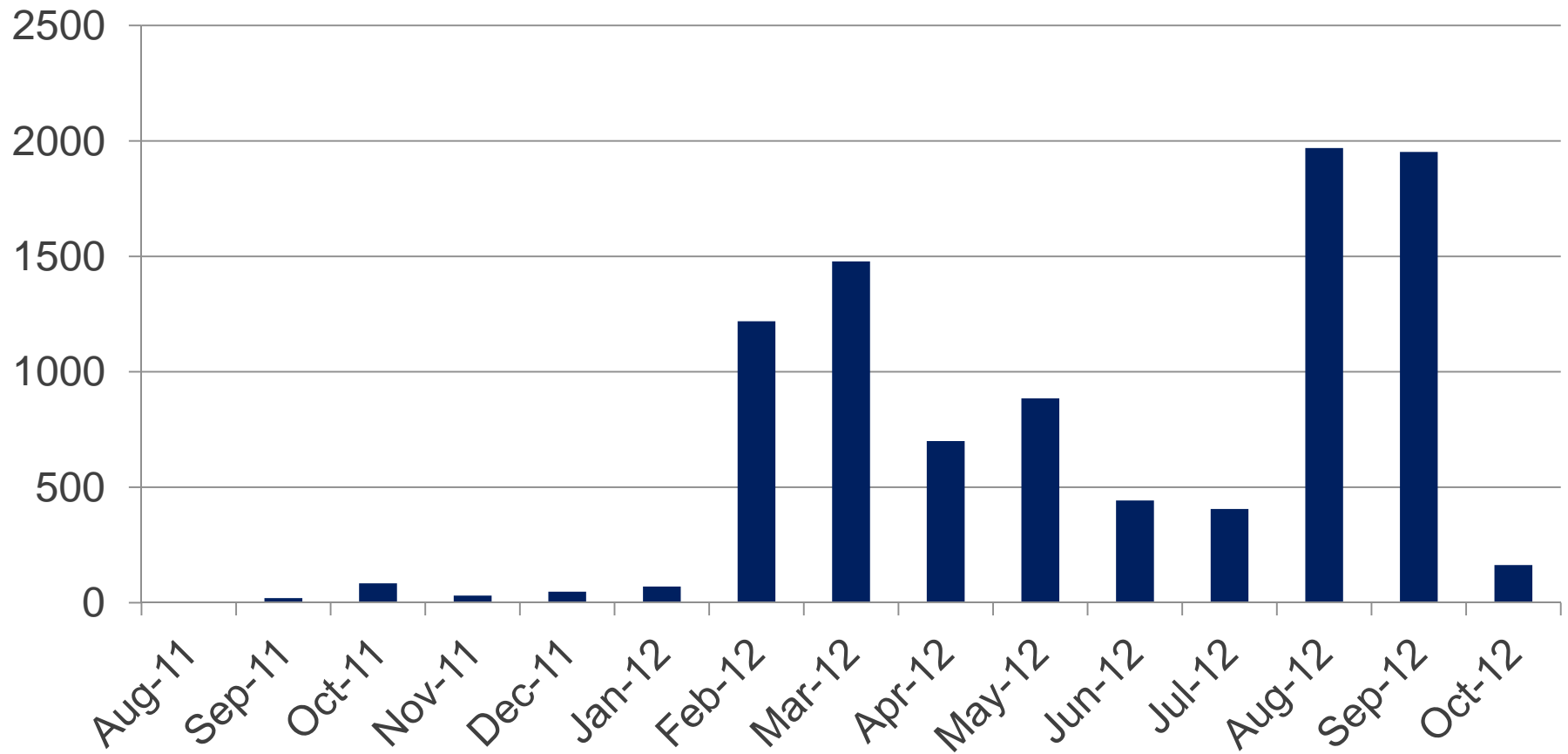
ENERGY STAR Luminaires - As of Oct 2012



# ENERGY STAR Luminaire Growth



ES Luminaires Growth

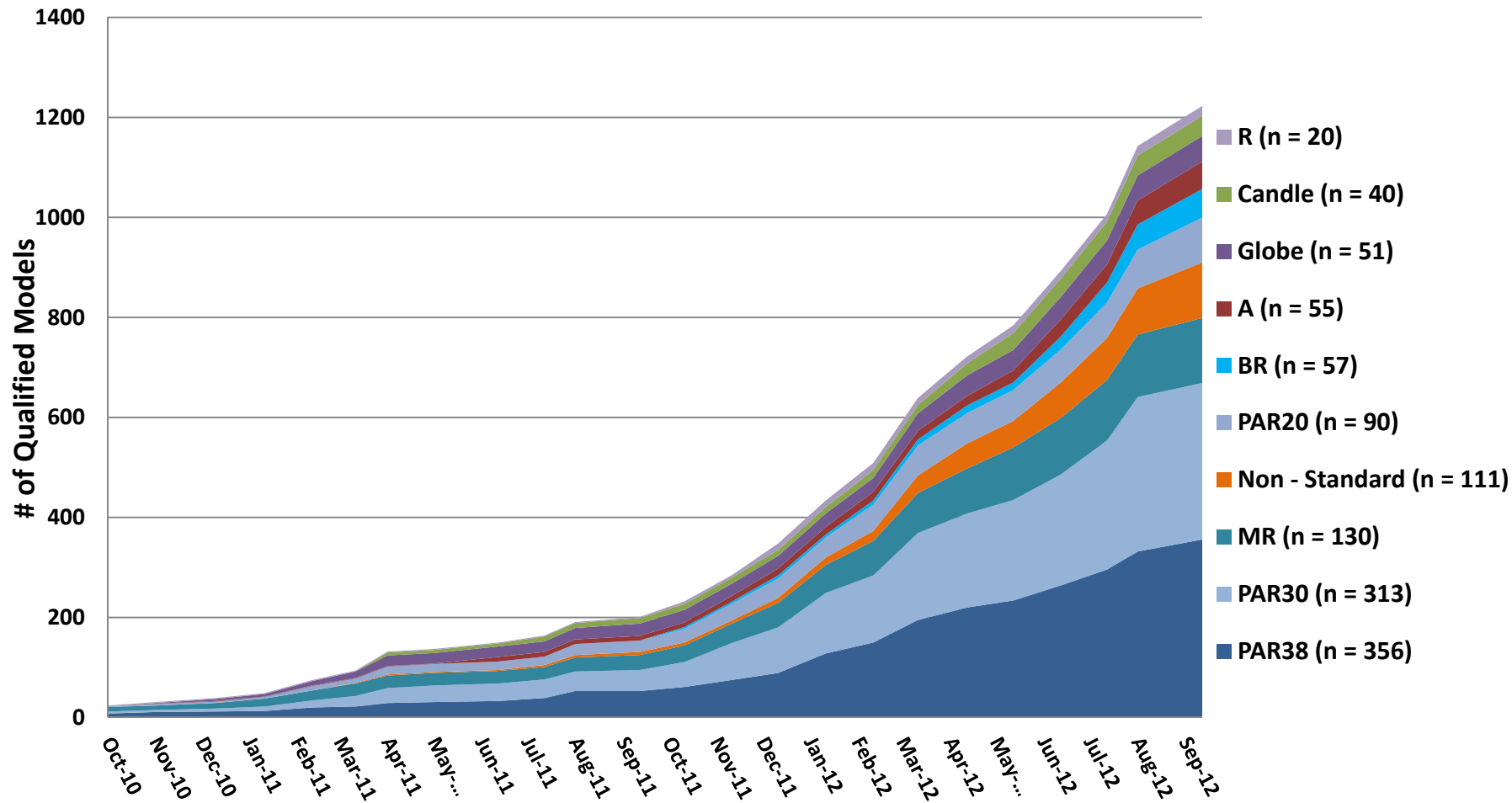




# ENERGY STAR LED Lamp Growth



ENERGYSTAR LED Lamps - As of Oct 2012



# ENERGY STAR Lighting: Quick Year in Review

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- Product qualifications by category (10/15/2012):
  - CFLs: **5, 903 models**
  - Integral LED Lamps: **1, 386 models**
  - Luminaires: **9, 202 models**
  - Decorative Light Strings: **a lot (79 brands)**

# ENERGY STAR Lighting: Quick Year in Review – 3PC

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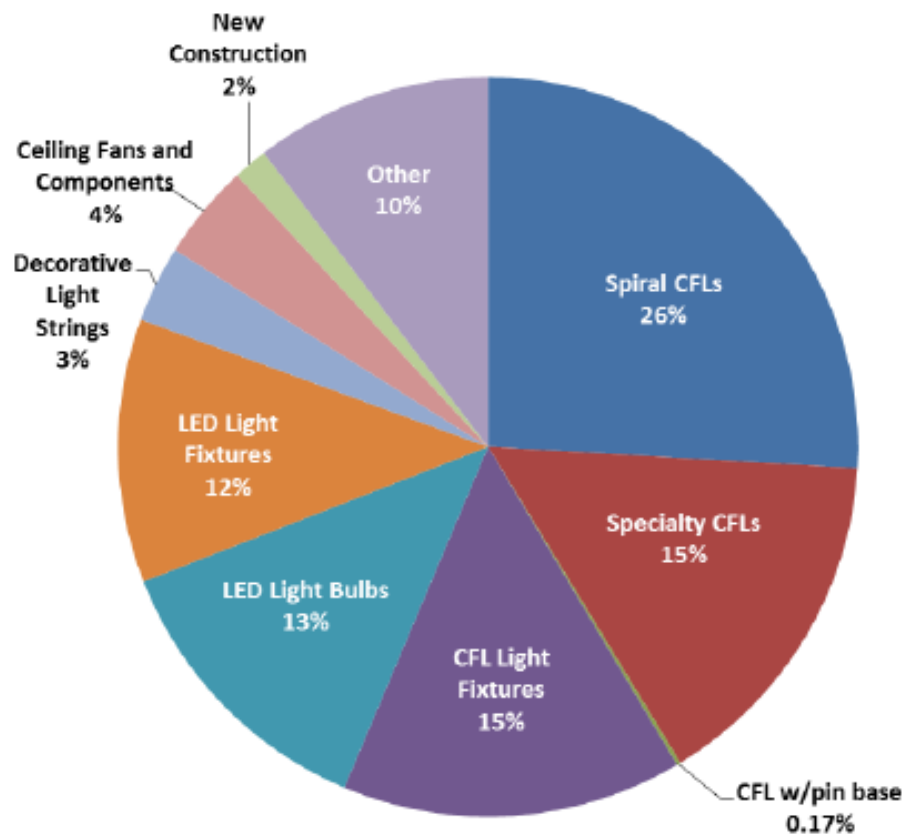
- EPA-recognized lighting laboratories, certification bodies, and accreditation bodies:
  - 11 certification bodies
    - Georgia, Toronto, Massachusetts, Arizona, California, New York, Pennsylvania, Maryland, New Jersey, Illinois
  - 40 laboratories worldwide:
    - Arizona, California, Colorado, Georgia, Massachusetts, North Carolina, New York, Ohio, Pennsylvania, Washington
    - Canada, China, Germany, Hong Kong, Japan, Malaysia, Singapore, South Korea, Taiwan
      - 9 labs recognized to do LM82 testing (domestic and abroad)
  - Laboratory capacity expanding
  - EPA continuing to receive applications for recognition

# ENERGY STAR Lighting: Quick Year in Review



- Utility promotion of qualified lighting products:

**ENERGY STAR and Energy-Efficient Lighting Promotions by Product Type**  
(Total 598)

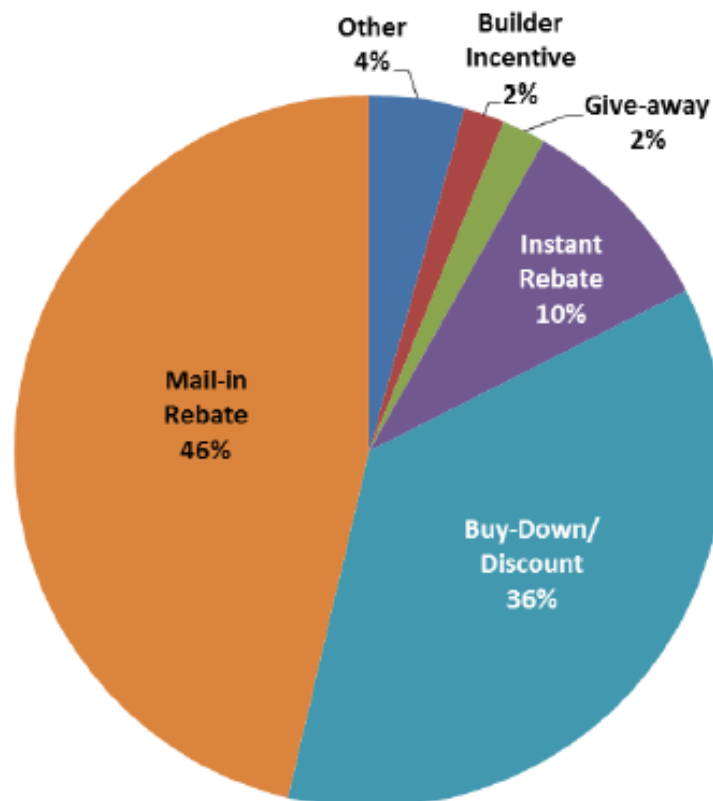


# ENERGY STAR Lighting: Quick Year in Review



- Utility promotion of qualified lighting products:

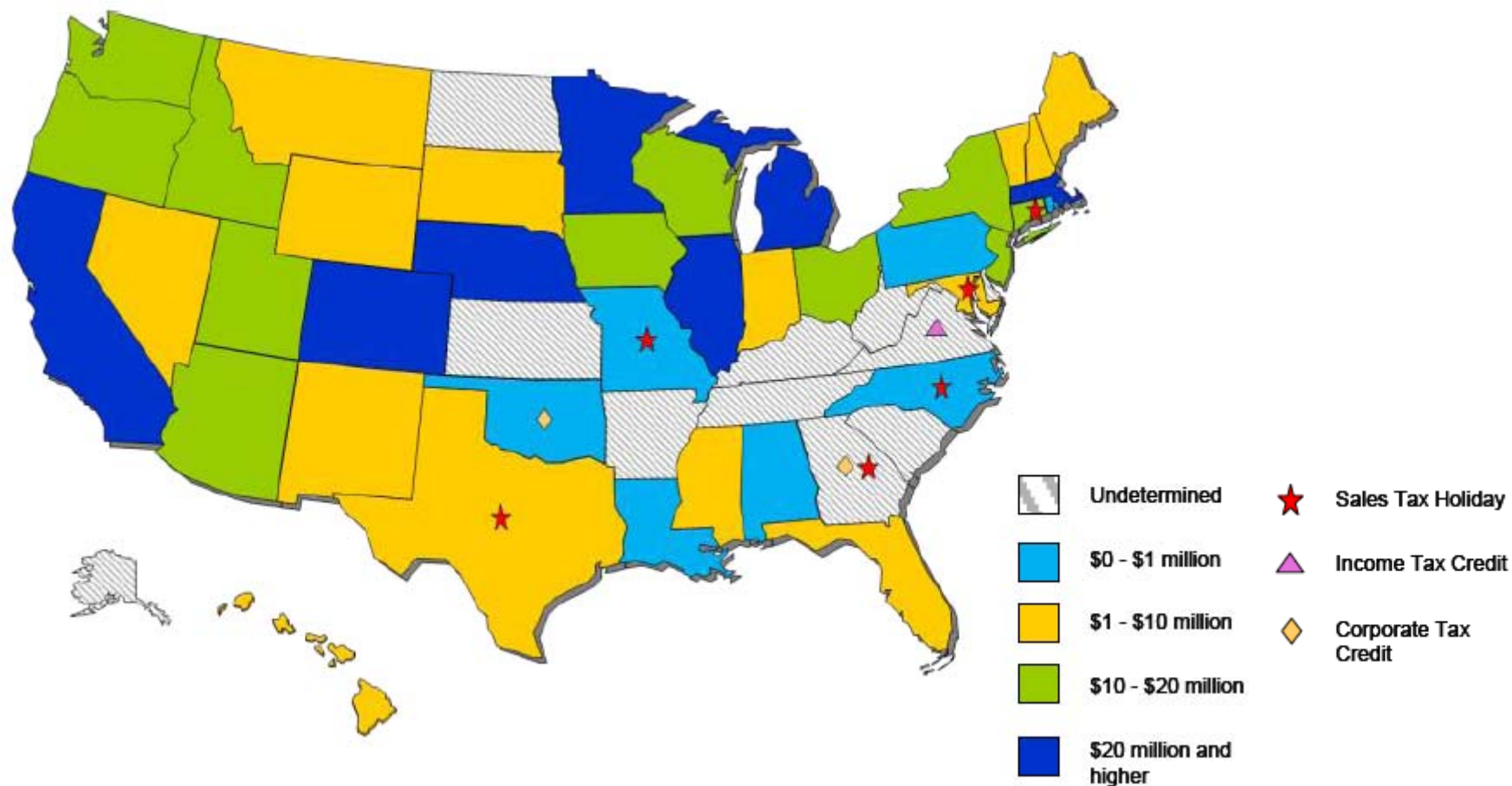
**ENERGY STAR and Energy-Efficient Lighting Promotions by Incentive Type  
(Total 598)**



# ENERGY STAR Lighting: Quick Year in Review



- Utility promotion of qualified lighting products:





# ENERGY STAR Lighting: Verification Testing Update

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- Verification testing results to date:
  - Light Fixtures
    - 56 tested, 9 unique products disqualified
    - 84% passing
    - Strong lumen maintenance at 6000 hours for SSL
  - Light bulbs
    - 254 CFLs tested, 104 unique disqualified
    - 60% passing
    - Preliminary analysis shows some manufacturers are performing well

More at [www.energystar.gov/integrity](http://www.energystar.gov/integrity)

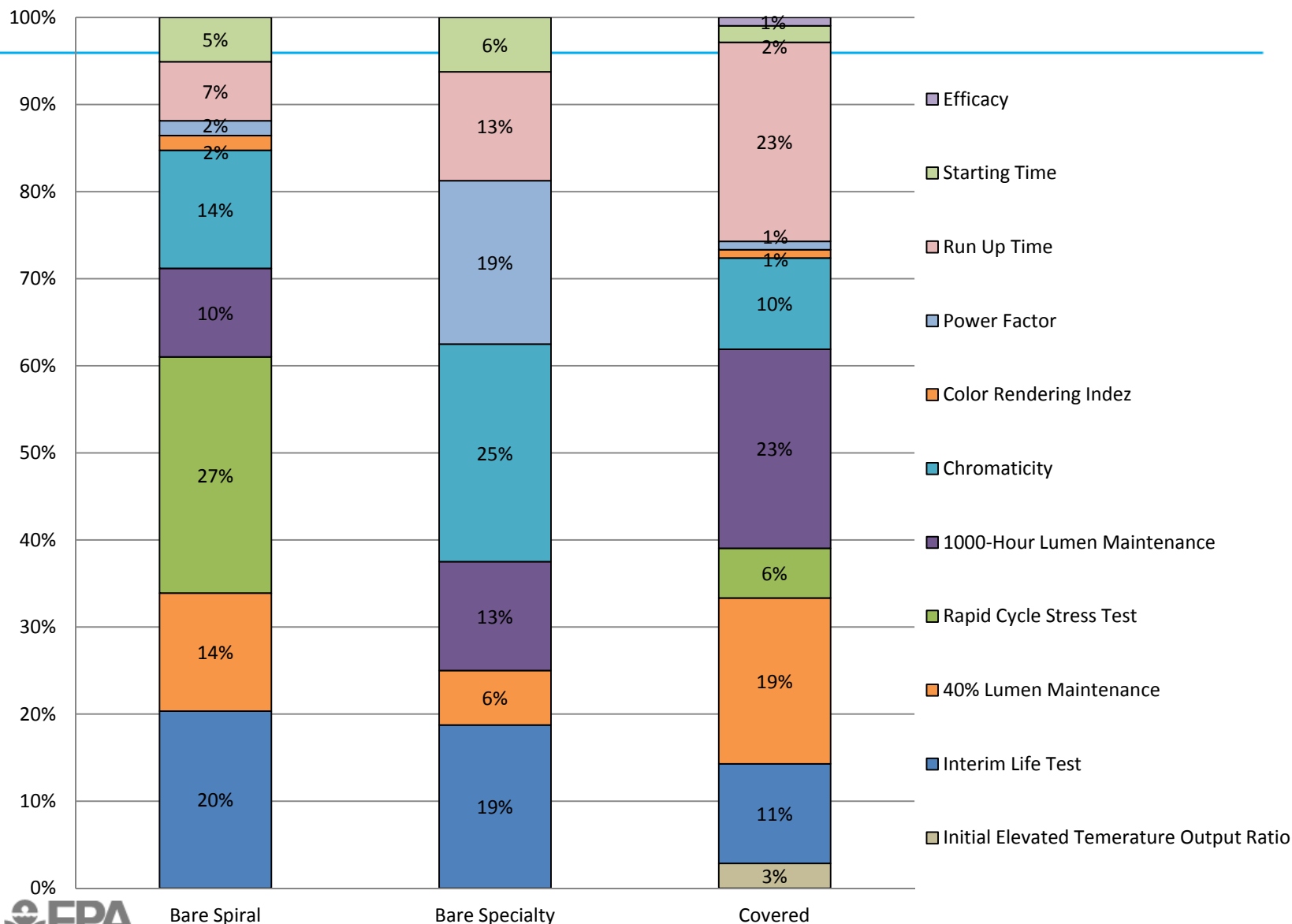
# CFL Failures by Test and Model Type



**59 Total Test Failures**

**16 Total Test Failures**

**105 Total Test Failures**



# What's Next?

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- Finalize Lamps specification V1.0
- Update Luminaires specification to V1.2
- Updates to product lists and searches on [www.energystar.gov](http://www.energystar.gov) coming in 2013
- ENERGY STAR LED bulb Challenge

**Thank you!**  
**Enjoy the conference!**