National Lighting Partner Meeting
March 1-3, 2006

ADDRESSING MARKET CHALLENGES
Market Barriers – Consumer Adoption

- Lack of awareness
- Don’t understand benefits
- Product availability
- High transaction costs and complexity
- Negative perceptions
- Finding replacement lamps
- Disposal issues
Market Barriers – Manufacturers, EEPS, Retailers

• Programs challenging for manufacturers and retailers
• Utilities must demonstrate energy savings, meet regulatory hurdles
• Business risks, uncertainties
Issues for Discussion

• Which challenges take highest priority?
• Which are best addressed through coordinated efforts?