

Lighting the Way to a Brighter Future

ENERGY STAR® Qualified Residential Light Fixtures

January/February 2005

A bi-monthly newsletter brought to you by EPA.



FEATURED SPOTLIGHT: New ENERGY STAR Qualified Fixtures and Ceiling Fans Launched at Dallas Market – from families to fans with LEDs and more

Every Dallas Lighting Market is better than the last for launches of new ENERGY STAR qualified fixtures and fans, and this past January Market was no exception. Since the mid 1990s, EPA has partnered with fixture manufacturers to encourage development of ENERGY STAR qualified residential light fixtures. In the early years, ENERGY STAR qualified lighting was utilitarian (e.g., basic ceiling mounts), but over the last four to five years ENERGY STAR has expanded with decorative products including pendants and chandeliers. Today, we see complete families that have earned the ENERGY STAR. In 2001, EPA added ceiling fans to their growing list of qualified lighting and decorative products. Today, consumers can find ENERGY STAR qualified basic and decorative ceiling fan models with a variety of finishes and lighting (bowls and branched lighting). Over the years, EPA has worked with manufacturers to develop fixtures and families that reflect how the product is being sold in the market place (i.e., as product families) and the progress has been steady. Product development has been gradual as manufacturers adopt this new technology and evaluate how to spend their research and development dollars. Over the past couple of years, however, manufacturers have devoted additional research and development resources to ENERGY STAR and it shows. This January Market indicates that after years of development, ENERGY STAR has taken an elevated place in their showrooms. Manufacturers have responded to the growing demand with showrooms full of ENERGY STAR qualified decorative fixtures and fans.

As an example of decorative products, Casablanca launched a very exciting new product called the Scandia that uses integrated LEDs to create ambience lighting. Fixture and fan manufacturers have been interested in LEDs for years and have continued to track the technology. They first approached EPA a couple of years ago to discuss the inclusion of LEDs in fixtures. Although white LED technology is not technically ready for general illumination, EPA worked with manufacturers to allow the use of LEDs as a decorative element in fixtures and fans. The Scandia is a successful venture into the use of LEDs and takes full advantage of the technology to add a fully dimmable glow around the perimeter of the glass cover. Other launches of decorative lighting for ceiling fans included a new series of light kits from Craftmade featuring a decorative jeweled bowl kit. In addition, Monte Carlo launched two new ENERGY STAR ceiling fan models – the Grand Prix and the Daytona – that can be paired with their existing two ENERGY STAR qualified light kits.



Pictured Above: Casablanca's Scandia fan with integrated LED

American Fluorescent, Progress, and Sea Gull Lighting introduced new ENERGY STAR qualified families. American Fluorescent launched their "Studio A" lines that included many families of residential decorative fixtures, including the Wellesley, Iris, and the Wyoming. American Fluorescent has already been advertising these new fixtures to showrooms and electrical distributors and has launched a new catalog with these collections. In addition, Progress Lighting introduced a 26 Watt recessed can that is insulated ceiling rated, and air tight. It is available with several decorative trims. Sea Gull Lighting also had new selections to offer at Dallas Market; they are currently in the process of qualifying hundreds of new SKUs, many of them product families.



Pictured Above: Qualified Chandelier from American Fluorescent's "Studio A" line.



Pictured Above: Qualified Chandeliers and Pendants from Progress Lighting



Pictured Above: Qualified Chandelier from Sea Gull Lighting

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Contd. from pg. 1 New ENERGY STAR Qualified Fixtures and Ceiling Fans Launched at Dallas...



Pictured Above: Qualified Wall-mount by Quorum Intl.

In addition to the launch of new ENERGY STAR qualified fixture families, Dallas Market was also witness to the launch of newly qualified individual fixtures. Quorum International displayed 31 new SKUs of ENERGY STAR qualified fixtures in their showroom. These new fixtures were received well by showrooms. Lastly, Access Lighting also has plans to qualify an additional 200 SKUs of sconces and flushmounts soon after January Market.



Pictured Above: Access Lighting's new fixtures to qualify for ENERGY STAR

EPA is proud of these ENERGY STAR Partner advances and looks forward to continued efforts with all Partners to further increase the selection of qualified fixtures and ceiling fans with lighting, and overcome technical and market place challenges.

ENERGY STAR Change a Light, Change the World Campaign Returns

Now's the time to lay promotional plans around the 6th annual ENERGY STAR Change a Light, Change the World Campaign. The campaign serves as a national call-to-action to encourage Americans to change the world by choosing lighting that's earned the ENERGY STAR.

The campaign, which runs annually from October 1 – November 30, will be bigger than ever this year with a plan from EPA to build consumer awareness of the campaign through additional ex-store activities and with well over 200 national and regional ENERGY STAR partners anticipated to play a role. Many partners reported that in-store promotions run in conjunction with last year's campaign resulted in dramatic sales increases of ENERGY STAR qualified products. In fact, two organizations are being recognized for their successful campaign tie-in efforts at this year's ENERGY STAR Award's Ceremony.

The 2005 campaign toolkit will be distributed on CD at the National Lighting Partner Meeting with elements to help you drive sales of ENERGY STAR qualified lighting and tie into the larger national effort, both in-store and out. ENERGY STAR partners are encouraged to schedule breakout sessions at the meeting to discuss regional and national promotion ideas to occur within the campaign timeframe.

Manufacturer and retail partners can capitalize on the Change a Light Campaign in a variety of ways:

- Contact your ENERGY STAR account manager and request the latest "Lighting Program Summary." It lists all Fixtures and CFL Residential Programs that ENERGY STAR has knowledge of around the country, and is updated quarterly.
- Manufacturers can present retailers with cooperative opportunities that emphasize ENERGY STAR product education. Examples might include displays, in-store demonstrations, campaign posters, advertisements with the Change a Light, Change the World language, etc. Deliver marketing messages that will bring consumers back time and again for ENERGY STAR qualified products.
- Get information on lighting manufacturers, showrooms, and electrical distributors active with ENERGY STAR from your account manager or David Shiller, EPA (shiller.david@epa.gov).



Updated information on the Change a Light Campaign can be found at: www.energystar.gov/nationalcampaigns. Click on Change a Light, Change the World for important contact information and the latest availability of tools to support your efforts.

For more information about items in this newsletter, please contact:

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ENERGY STAR Presence at the 2005 International Builders' Show

Approximately 105,000 housing professionals flocked to Orlando to attend the International Builders' Show, which was held at the Orange County Convention Center, from January 13 – 16, 2005. This was the most successful and well-attended annual convention in the history of the National Association of Home Builders (NAHB). This year's show filled one of the country's largest convention centers with more than 1.5 million square feet of exhibits showcasing the most cutting-edge products and services aimed specifically at the residential and light commercial construction industries.

ENERGY STAR Manufacturer Partners displayed ENERGY STAR residential lighting fixtures, ceiling fans, ventilating fans, and other qualified products. ENERGY STAR was also represented with its own booth featuring information on ENERGY STAR Homes and qualified products.

A highlight of the International Builders' Show was the official rollout of...

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ENERGY STAR Label Recognition Skyrocketing!

The 2004 CEE Household Survey results are in: The ENERGY STAR has achieved 64% national recognition levels, up from 56% last year. And, according to a recent survey of Good Housekeeping subscribers (predominantly female), the ENERGY STAR label ranks "among the highest level of influence on product purchase among all consumer emblems," similar in ranking to the Good Housekeeping Seal and Consumer Reports (Fairfield Research 2003).

Attend the 2005 ENERGY STAR National Lighting Partner Meeting in Las Vegas!

The 2005 ENERGY STAR National Lighting Partner Meeting will be held April 4-6 at the MGM Grand Hotel in Las Vegas, Nevada. Sponsored by the U.S. Department of Energy, the U.S. Environmental Protection Agency (EPA) and Nevada Power, this meeting will bring lighting manufacturers, retailers and energy efficiency program managers together to discuss several aspects of ENERGY STAR qualified lighting. Some of the interesting topics to be presented include Expanding the Reach of ENERGY STAR Qualified Lighting to New Markets, Communicating the Color of Fluorescent Light, New Construction and California Title 24, Third Party Testing, and Emerging Lighting Technologies. Ample time will also be provided for individual meetings between Energy Efficiency Program Sponsors (EEPS) and the lighting industry to discuss 2005 cooperative programs. To view the full agenda and register for the meeting, visit www.energystarpartners.net. Questions can be directed to your ENERGY STAR Account Manager, or Melissa Lucas of D&R International, mlucas@drintl.com.

The ENERGY STAR California Kitchen Lighting System

The ENERGY STAR California Kitchen Lighting System provides homebuilders with a cost-effective way to install quality kitchen lighting and meet the new efficiency requirements of the California Building Efficiency Standards (Title 24), effective in October, 2005. The system is a combination of components that uses 26-Watt compact fluorescent lamps to provide high performance recessed downlights while using fewer fixtures than most kitchen systems.

Created by Sacramento Municipal Utility District (SMUD), the California Lighting Technology Center (CLTC), Lawrence Berkeley National Laboratory, and other industry stakeholders, the system was developed in response to the approaching California Title 24 with funding from the California Energy Commission. The system consists of 6 recessed downlights that utilize only 3 electronic ballasts (1 ballast for 2 lights). The ballasts are thermally connected to the fixture housing to prevent overheating typically found with compact fluorescent systems that use lamps that are greater than 13-Watts. The system also incorporates unique ballast configurations and "plug and play" hardware that reduces the number of field-wired connections by at least 50%. Lastly, the system uses commercial grade optics that have been specifically designed for use with 26-Watt compact fluorescent lamps, allowing more light to be delivered to the task area than typical compact fluorescent recessed lamps. Overall the system provides significant energy savings, high light output, quality aesthetics and easy to install components that reduce labor costs and maintenance.

The system was designed, tested and redesigned with input from manufacturers, builders, electricians and homeowners. Lithonia Lighting brought a full-scale system into the market in September 2004. The ENERGY STAR California Kitchen Lighting System is available for manufacturers to reproduce for free. To date, Lithonia, Cooper Lighting and Progress Lighting have all created their own ENERGY STAR lighting systems for residential new construction. Evans Construction and Morrison Homes have installed the prototype system in over 200 new homes and the system has been installed in 25 retrofit demonstration projects. Further, SMUD and CLTC continue to introduce the technology to local architects, builders, contractors, and inspectors and have received commitments from other builders to install the system.



Based upon positive feedback from customers, SMUD predicts that this product will improve customer attitudes toward hard-wired compact fluorescent fixtures and will spread in residential applications throughout California. For more information, please call SMUD's Customer Advanced Technology Program at (916) 732.6409 or visit:

www.smud.com/education/cat/index.html.

The National ENERGY STAR Cool Your World Campaign Kicks off in May!



A nationwide effort will be made this summer to promote ENERGY STAR qualified ceiling fans and light kits during the ENERGY STAR Cool Your World (CYW) Campaign. This campaign will encourage Americans to "cool their world" using ENERGY STAR qualified products, with a focus on qualified ceiling fans with lighting, programmable thermostats, room air conditioners, and dehumidifiers. Running from Memorial Day through Labor Day, CYW helps manufacturers and showrooms increase their sales by capitalizing on consumer need for summer energy savings by educating them about how to save money without sacrificing comfort at home by using ENERGY STAR qualified products. During the campaign the U.S. Environmental Protection Agency (EPA) will conduct nationwide PR efforts to promote these qualified products and many utilities will provide promotional coupons for the purchase of ENERGY STAR qualified products. Last year, similar efforts reached 57 million consumers nationwide!

For more information or to sign up, visit www.energystar.gov/nationalcampaigns and click on "Cool Your World: Summer 2005".

CFL Standards for the USA, China, Australia and Europe to be Launched at Right Light 6

The organizers of the Right Light 6 Conference, to be held in Shanghai, from May 9 – 11, 2005, have just released details of a Special Event Session to announce:

- Review of recent revisions and pending new changes to the ENERGY STAR Specifications for CFLs and Fixtures
- Draft revisions to the EU Greenlights Regulations
- Draft proposals for the harmonization of Chinese Certification and ELI CFL standards
- Draft proposals for the harmonisation of Australian and Chinese CFL Standards

Proposals and revisions to each standard/regulation will be made by a representative of the relevant organizations and delegates will have the opportunity to discuss and provide feedback on proposals during an extended open forum session.

For more information on the Conference, please visit: www.rightlight6.org or contact, Mr. Nils Borg, Conference Coordinator, at info@RightLight6.org.

Contd. from pg. 2 ENERGY STAR Presence at the 2005 International Builder's Show...

NAHB's new Model Green Home Building Guidelines. These voluntary measures were introduced as a way to help mainstream home builders incorporate environmentally sensitive products and construction methods while still placing a priority on housing affordability. They cover a variety of "green" solutions across all aspects of the building process – from lot design and preparation to indoor air quality and home owner maintenance and operation once a project is complete. Included in the point system is credit for the ENERGY STAR Advanced Lighting Package that includes ENERGY STAR residential lighting fixtures, ceiling fans, ceiling fans with light kits and ventilating fans.



ENERGY STAR Lighting Showroom Case Studies Available on ENERGY STAR Web Site

Do you want to know more about the ENERGY STAR Business-to-Business Lighting Showroom Case Studies? The ENERGY STAR Lighting Showroom Case Studies are now available on the ENERGY STAR Web site (www.energystar.gov). You can download these case studies at: http://www.energystar.gov/index.cfm?c=fixtures.pr_showroom_casestudies.

Final ENERGY STAR RLF (Version 4.0) Eligibility Criteria Released

The Final ENERGY STAR Residential Light Fixtures (RLF) Version 4.0 Eligibility Criteria was distributed to all industry stakeholders on January 10, 2005. This new specification has an effective date of October 1, 2005. Fixtures can currently be qualified under either Version 3.2 or 4.0 of the RLF specification. However, partners are encouraged to transition to Version 4.0 as soon as possible. Fixtures manufactured after October 1, 2005 must be qualified under Version 4.0.

Updated Qualified Product Information forms (QPI) have been posted to the ENERGY STAR Web site at:

http://www.energystar.gov/index.cfm?c=product_specs.pt_product_qpi. All

EPA correspondence and specification documents have also been posted to the ENERGY STAR Product Development Web site at:

www.energystar.gov/productdevelopment (click on "Revisions to Existing Specifications").

ENERGY STAR Qualified Products Update

There are currently nearly 9,500 qualified fixtures listed on the ENERGY STAR Residential Light Fixtures Qualified Product List. To make your search easier, the following is a list of ENERGY STAR for Residential Light Fixture manufacturing partners with fixtures that have recently earned the ENERGY STAR: circline ceiling-mount and CFL wall-mount sconce fixtures from TCP; circline decorative ceiling-mount fixtures from Good Earth; CFL and circline decorative ceiling-mount fixtures from American Fluorescent; linear ceiling-mount fixtures from Cooper Lighting; an IC-rated, air-tight CFL recessed downlight fixture from Juno Lighting; a CFL portable lamp from MaxLite; CFL ceiling-mount fixtures from Progress Lighting; and CFL and circline ceiling-mount fixtures from Sunpark.

For more information on these, and all ENERGY STAR qualified light fixtures, view the Qualified Product List on the ENERGY STAR Web site by visiting www.energystar.gov, and clicking on Products and then on Residential Light Fixtures.

New Listing for ENERGY STAR Qualified Fixtures Coming Soon to the ENERGY STAR Web Site...

All fixtures that are qualified under the ENERGY STAR Version 4.0 RLF Eligibility Criteria and that also meet the California Title 24-2005 lighting requirements will be posted on the ENERGY STAR Website on the Advanced Lighting Package Builder Page: http://www.energystar.gov/index.cfm?c=bldrs_lenders_raters.ALP_Builder. This separate listing will help builders, designers, building inspectors and other interested parties easily identify ENERGY STAR qualified fixture that meet the Title 24-2005 lighting requirements.

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the Department of Energy.
www.energystar.gov



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