



National Lighting Partner Meeting

March 1-3, 2006

*Topical Session A: Promoting Fixtures in  
Residential New Construction*

# Reasons for Interest in ENERGY STAR Residential Light Fixtures



- **Brand Recognition**

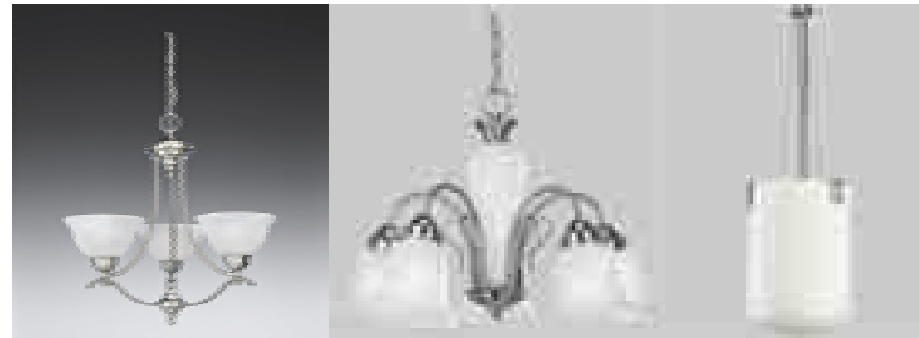
- Consumer values ENERGY STAR, therefore builders market ENERGY STAR

- **Title 24-2005 Impact**

- One in 8 Americans live in California – significant portion of market
- Creates market demand for quality high efficacy luminaires (contrary to past: energy-efficiency programs that tended to award to low cost, commodity grade products)

- **Other influences?**

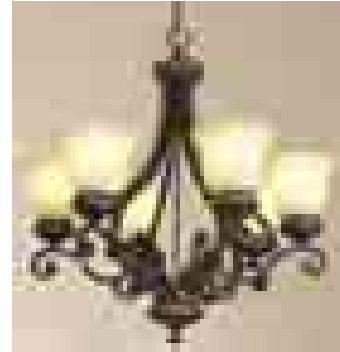
- Cost of electricity going up
- Electricity shortages
- “Green” awareness



# Barriers to Selling Fluorescent Technology



- **Low bid mentality**
  - If I don't offer cheap stuff, my competitors will, and they will take market share away from me
- **Ballast replacement not user friendly**
  - Will lead to consumer mutiny.
- **Nice looking stuff not readily available**
  - Not at Home Depot, Lowes, etc...
- **Bias against fluorescent**
  - Well deserved due to poor quality of older technology
- **Builders want new quality at old price**
  - Not willing to pay more.
- **Mercury consciousness sending wrong message**



# Overcoming Barriers



- **Low bid mentality**
  - Education, self control by major manufacturers, help write performance specifications, provide demonstrations (mock-ups) and model homes, utility rebates based on performance specifications.
- **Ballast replacement**
  - Make do-it-yourself user friendly without taking ceiling apart, without need to hire electrician at > \$150 per ballast
  - GU-24 Base
- **Nice looking stuff not readily available**
  - Energy Star influence big box buyers
- **Bias against fluorescent**
  - Market stop providing the junk, educate designers and home owners
- **Builders want new quality at old price**
  - Don't play that game
- **Mercury consciousness sending wrong message**
  - Change message to: 1. reduce mercury dosing; 2. encourage recycling; 3. Quantify the amount of pollution that is offset by mercury based lamps (electricity production makes lots of nasty pollution, including mercury)

# What support do builders want from Distributors/Manufacturers



- **The truth**
  - Don't tell them that your thermally inferior products are good enough to meet energy standards.
- **Make nice looking stuff readily available at a reasonable price.**
- **Help builders write performance specs that protect them from inferior products.**



# What support do distributors want from utilities?



- **Up stream buy-down of products so that they are competitive with the inferior products**
- **Help with education**
  - Value of energy efficiency,
  - How to specify designs that make homeowners happy.

# Suggestions for increasing ENERGY STAR sales in residential new construction



- **Help builders provide value to customers**
  - ENERGY STAR is marketable, and quality lighting systems will be valued more highly than energy efficient junk (not enough light, flickering, poor color, difficult to maintain, lack of thermal management)
  - Avoid proprietary replacement lamps
- **Reduce builder risks (construction defects)**