



# Launching the ENERGY STAR® SSL Program

Washington, DC  
May 15, 2008

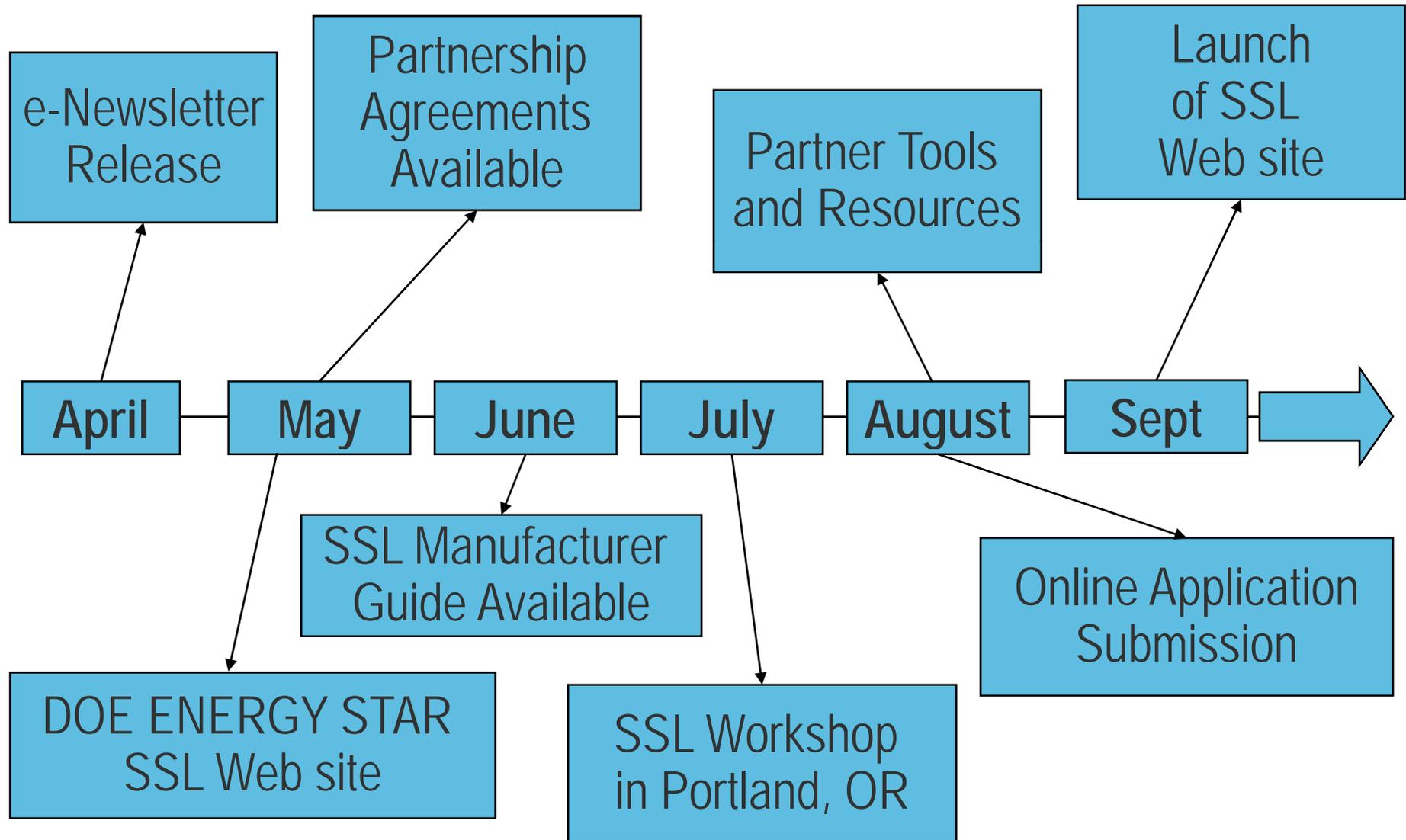
Derek Greenauer  
D&R International

# Agenda



1. **Product Qualification Process**
2. Partner Outreach Activities
3. Consumer Outreach Activities

# Manufacturer's Timeline, April – September 2008



# ENERGY STAR Qualification Process



- Becoming an ENERGY STAR Partner
- Product Group Qualification Process
- Product Variations
- Online Process for Qualification Submission

# Becoming a Partner



- Review Partnership Agreement
  - Available at the end of May
- Complete and Sign a Partnership Agreement
  - Voluntary, non-binding document
- My ENERGY STAR Account (MESA) information will be sent to you

# Test Products



- Choose products from a group that are least likely to qualify
- Send products to a DOE approved lab for testing
  - Tests and thresholds are in the criteria
- Submit test data and packaging for review

# Product Group Qualification Process



- Partner defines the group of similar products
- D&R will verify that all members of the group are identical except for minor variations
- Partners will provide a single luminaire to represent group
- If it passes, all the members of group will be qualified

# Product Variations



<b>Variations Within Product Groupings</b>	
<b>Housing/Chassis</b>	<b>Not Allowed</b>
<b>Heat Sink/Heat Management</b>	<b>Not Allowed</b>
<b>Finish</b>	<b>Allowed</b>
<b>Reflector/Trim</b>	<b>Allowed</b>
<b>Shade/Diffuser</b>	<b>Allowed</b>
<b>Mounting</b>	<b>Allowed</b>
<b>Light Source</b>	<b>Allowed with Conditions</b>
<b>Power Supply</b>	<b>Allowed with Conditions</b>

# Review Test Results



The SSL Manufacturers Guide will answer your questions regarding testing:

- Outline the Process for Submitting Products
- Application Forms
- Checklist of Data Needs
- Sample Size
- Approved Margins of Error

# Online Process for Application Submission



- Applications will be submitted on-line by manufacturers
- Upload test reports and packaging to Web site
- Instant feedback will be provided
- Packaging approved by D&R account manger



# Solid State Lighting

## Product Submission Web Tool

DOE has finalized a new ENERGY STAR specification for solid state lighting luminaires. The criteria will go into effect September 30, 2008.

The ENERGY STAR Program Requirements for Solid State Lighting (SSL) Luminaires are intended for general illumination. SSL general illumination devices were not previously covered by any ENERGY STAR product category, although there are other product categories using light emitting diodes (LEDs) for non-illumination purposes, including indication and decoration.

Email:  Password:    
[Forgotten Password?](#) | [Register \(optional\)](#)

The Energy Star Solid State Lighting Product Submission Web Tool was created to streamline the product submission process ...

Contact: [Technical Support](#)  
[Security & Privacy](#)



# Product Submission Web Tool

E-mail:  Password:  [» Login](#)

[Forgotten Password?](#) | [Register \(optional\)](#)



- [In Progress](#)
- [Submitted](#)
- [Returned](#)
- [Qualified](#)

Print Help

## Product Information

SKU #:  Model #:

Model Name:

### Manufacturer Information

Name:

Address:

E-mail:

Phone:

Fixture Type:

Residential  Commercial

Location:  Indoor  Outdoor

Nominal Wattage:

[» Product Information](#)

[Product Certification](#)

[LM-79 Upload](#)

[In-Situ Temp. Testing](#)

[» Proceed to Product Certification](#)



# Product Submission Web Tool

E-mail:

Password:

[» Login](#)[Forgotten Password?](#) | [Register \(optional\)](#)

ENERGY STAR

[In Progress](#)[Submitted](#)[Returned](#)[Qualified](#)

Print

Help

## Product Certification

### Color

Correlated Color Temperature (CCT): Color Spatial Uniformity:  YES The variation of chromaticity in different directions of the submitted product is within 0.004 of the [CIE 1978 diagram](#).Color Miantenance:  YES The change of chromaticity over the lifetime of the submitted product is within 0.007 on the [CIE 1978 diagram](#).Color Rendering Index (CRI): 

### Driver

Power Factor: Minimum Operating Temperature: 

### Other

Luminaire Warranty:  yearsMinimum Operating Temperature: Off-state Power:  YES The submitted luminaire does not draw power in the off state.Lumen Depreciation:  YES The submitted product has an average rated lumen maintenance of at least 70% of initial device lumens at 35,000 hours.[Product Information](#)[» Product Certification](#)[LM-79 Upload](#)[In-Situ Temp. Testing](#)[» Proceed to LM-79 Upload](#)



# solid state Lighting Product Submission Web Tool

E-mail:  Password:  [» Login](#)

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[In Progress](#) [Submitted](#) [Returned](#) [Qualified](#)

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## LM-79 Upload

Product information on [light output](#), [zonal lumen density](#), [luminaire efficacy](#) can be obtained from the product's [LM-79 report](#). The LM-79 report may be uploaded directly to streamline the submission process.

Select File (.ies format)

[Browse...](#)

[Upload File](#)

[Product Information](#)

[Product Certification](#)

[» LM-79 Upload](#)

[In-Situ Temp. Testing](#)

[» Proceed to Temp. Testing](#)



# Product Submission Web Tool

E-mail:

Password:

» Login

[Forgotten Password?](#) | [Register \(optional\)](#) ?

ENERGY STAR

In Progress

Submitted

Returned

Qualified

Print

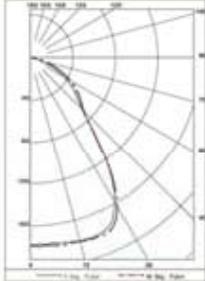
Help

## LM-79 Upload

Product information on product's [LM-79 report](#)

### LM-79 Upload Results

Based on the LM-79 report uploaded, the following product information will be submitted for product certification.

Light Output	345 lumens
Luminaire Efficiency	38 lm/W
Zonal Lumen Density	

[Submit LM-79 Values](#)

[Product Information](#)

[Product Certification](#)

[LM-79 Upload](#)

[In-Situ Temp. Testing](#)

[Proceed to Temp. Testing](#)

# Quality Assurance Program



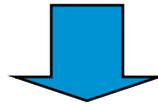
- Will be Manufacturer Funded
- Use Independent Labs
- Consist of “Off-the-Shelf” Testing
- Carry Stiff Penalties

A Quality Assurance Testing Program Manual is in development and will be available on the ENERGY STAR Web site after the program launch.

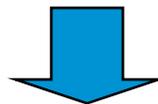
# Results of Non-compliance



- One product failure in a grouping will disqualify the entire group.



- Two product failures in a grouping will place the partner on a probationary list.



- Probation suspends partner's ability to use groupings and have to qualify each unique product separately.



- Partner is removed from probation after one year.

# Agenda



1. Product Qualification Process
2. **Partner Outreach Activities**
3. Consumer Outreach Activities

# Partner Recruitment and Support



- Announce progress and share information through a monthly e-newsletter
- Web site development; Currently on the DOE-SSL site then [energystar.gov](http://energystar.gov)
- Promote ENERGY STAR by placing articles in industry trade journals, magazines, relevant Web sites and list-serves
- Provide partner support for qualification process

# Tools and Resources in Development



ENERGY STAR provides a number of tools and resources for partners to use. They can be customized to meet your specific needs.

- Partner Resource Guide
- Info Graphics
- SSL Facts and Figures
- Frequently Asked Questions (FAQs)
- Mini Business Case
- Product Profiles, Market Profiles, Product Snapshots
- Media Outreach and Support
- Sales Data



# Materials for Partners



**More than Just a Bright Idea.**  
ENERGY STAR® Qualified Light Bulbs:  
An Easy Way to Save  
Innovation. Performance. Savings.

U.S. Department of Energy  
**Energy Efficiency and Renewable Energy**  
1000 STAR.YES (1.888.782.7937)  
www.energystar.gov

For all energy efficiency and renewable energy information please contact:  
1-877-ENERG.NE (1-877-351-3963)  
www.energystar.gov

August 2007

## Save with ENERGY STAR Qualified Light Bulbs... [www.energystar.gov/changealight](http://www.energystar.gov/changealight)

**Save Time and Effort.** ENERGY STAR qualified light bulbs last 6 to 10 times longer than incandescent bulbs.

**Save Energy and Money.** Each ENERGY STAR qualified light bulb saves about \$30 or more over its lifetime.

**Stay Cool.** ENERGY STAR light bulbs give off less heat, keeping you cooler and reducing fire hazards in fixtures with delicate or paper shades.

**Help the Environment.** By using less energy, ENERGY STAR qualified light bulbs help reduce air pollution and greenhouse gas emissions from power plants.

**Switch & Save**  
Changing to ENERGY STAR qualified Compact Fluorescent Lamps (CFLs) is one of the simplest ways to trim electricity costs. Maximize savings by using CFLs in fixtures you use the most. Certain CFLs work best in specific applications. Use the chart to the right to help match the CFL to the appropriate fixture.

**Closing the Loop**  
Compact fluorescent light bulbs contain a small amount of mercury, so they should be disposed of properly. Locate and use local recycling options by visiting [www.lamprecycle.org](http://www.lamprecycle.org) or [www.energystar.gov/CFLandMercury](http://www.energystar.gov/CFLandMercury).

Learn more about ENERGY STAR qualified lighting at [www.energystar.gov/cfls](http://www.energystar.gov/cfls)

**HOW TO CHOOSE THE RIGHT ENERGY STAR® QUALIFIED LIGHT BULB**

	General	Downlight	Track	Outdoor	High Bay	Recessed	Parabolic	High Voltage
ENERGY STAR Qualified	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Dimmable	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Decorative	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
High Voltage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outdoor	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
High Bay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recessed	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Parabolic	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
High Voltage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

**NOT ONLY BRIGHT**  
 • Only bulbs marked "dimmable" or "three-way" will work in dimmers or three-way switches.  
 • Most parabolic and track sets not designed to work with CFLs.

CFLs use innovative technology that is **4 TIMES MORE EFFICIENT** than regular bulbs!

ENERGY STAR qualified compact fluorescent light bulbs (CFLs) are a **GREAT INVESTMENT** for your home.

- They can **LAST SEVEN YEARS**—compared to 11 months for a regular incandescent bulb.\*
- Replace five incandescent bulbs with CFLs and **SAVE MORE THAN \$150** over the lifetime of the bulbs!

To get the greatest benefits install CFLs wherever you leave lights on the most, such as the family/living room, kitchen, dining room, bedroom, laundry room, and porch.

\* Assumes 3 hours of use per day.

Compact Fluorescent Light Bulbs (CFLs)

**ENERGY STAR®**  
The National Symbol for Energy Efficiency.  
Bringing Value, Comfort, and Savings to Your Home!

U.S. Department of Energy  
**Energy Efficiency and Renewable Energy**  
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable

For more information visit  
[www.energystar.gov](http://www.energystar.gov)  
1.888.STAR.YES (1.888.782.7937)

# Info Graphics



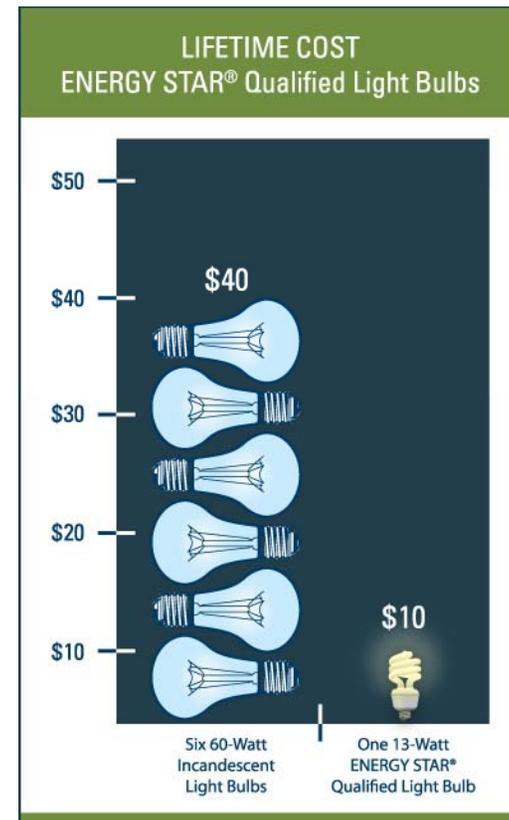
### HOW TO CHOOSE THE RIGHT ENERGY STAR® QUALIFIED LIGHT BULB

	TABLE/FLOOR LAMPS	PENDANT FIXTURES	CEILING FIXTURES	CEILING FANS	WALL SCONCES	RECESSED CANS	TRACK LIGHTING	OUTDOOR COVERED	OUTDOOR EXPOSED
ENERGY STAR QUALIFIED	✓		✓		✓			✓	
Dimmable	✓	✓		✓				✓	
Three-Way		✓		✓				✓	
Soft Start	✓		✓					✓	
Long Life					✓		✓	✓	
Long Life & Dimmable						✓	✓		✓
Long Life & Three-Way									✓

**AVOID EARLY BURN OUT:**

- Only bulbs marked "dimmable" or "three-way" will work on dimmers or three-way switches.
- Most photocells and timers are not designed to work with CFLs.

LEARN MORE AT [energystar.gov](http://energystar.gov)



# Web Tools



The interface features a central 3D rendering of a living room with various light fixtures. A blue star icon is placed over a lamp in the foreground. To the right, a control panel titled "Create Your Mood!" includes four light bulb icons with labels: "Daylight COOLER", "Bright White NEUTRAL", "Soft White WARMER", and "Dimmer WARM". Below this is a text box titled "Spiral Bulbs" with the following text: "If these spiral-shaped light bulbs look familiar it's because they're the most popular type of Compact Fluorescent Lamp (CFL). Spiral CFLs create the same amount of light as traditional incandescent bulbs, but use less energy." and "Many traditional bulbs around your home (from 60w to 150w) can be replaced with spirals. There are spirals for dimmers and three-way". A link at the bottom right of the 3D view says "Click Here to Turn All Fixtures On". At the bottom, a row of nine light bulb icons is labeled: "Spiral", "A-Shape", "Globe", "Tubed", "Candle", "Indoor", "Outdoor", "3-Way", and "Dimmable".

[www.energystar.gov/CFLs](http://www.energystar.gov/CFLs)

# Agenda



1. Product Qualification Process
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3. **Consumer Outreach Activities**

# Consumer Outreach Activities



- Simple and Clear Messaging
- Web Content
- Tools and Resources

# Simple and Clear Messaging



- CFLs are not the enemy – there is room for both
- ENERGY STAR messaging:
  - Initial Targets:
    - Residential: Early adopters attracted by new technology
    - Commercial: Lighting designers
  - Primary Message:
    - Residential Indoor: Superior light quality
    - Residential Outdoor: Durability
    - Commercial: Design elements
  - Secondary Messages: Long life; energy savings

# Web Content



- Simple and Clear Messaging
- Product List
- Product Finder
- Rebate Finder
- Savings Calculator
- FAQs
- Consumer Education Tools



Questions?