



# ENERGY STAR Lighting

Where have we been?  
Where are we going?

Dan Cronin, U.S. EPA

ENERGY STAR Partner Meeting – October 27, 2016



**You make ENERGY STAR the  
success that it is.**

**Thank you!**



# What's ahead today?

## Connected Lighting, Quality, Standards, and Affordability



# First, how did we get here?

# Mystery Bulbs & The ENERGY STAR Difference

*What a difference a year makes.*

- In 2015, untested mystery LEDs entered the market.
- Lifetime!



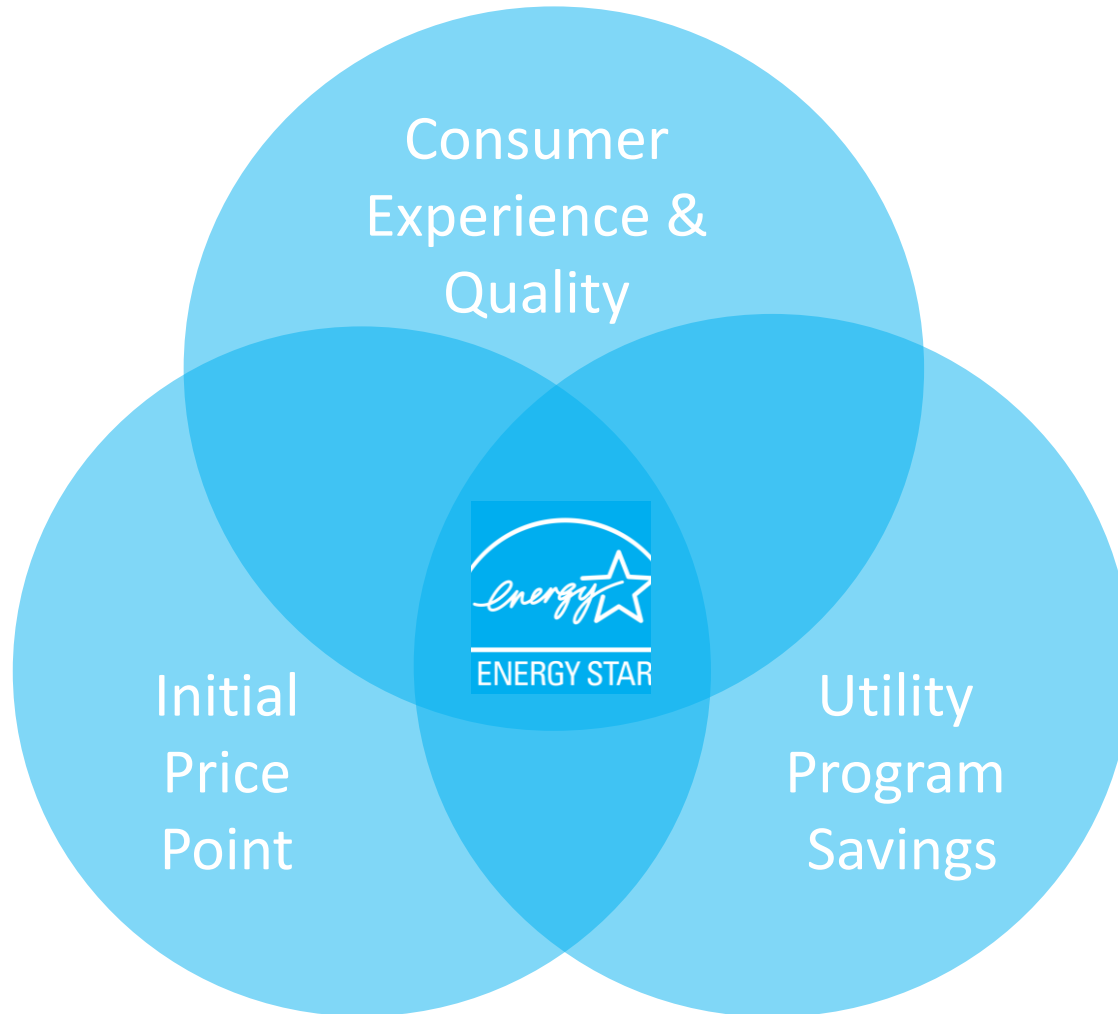
## Mystery Bulbs & The ENERGY STAR Difference

Your ratepayers and customers demand quality products – That's where ENERGY STAR comes in!





# ENERGY STAR Lamps & Utility Programs





# Looking toward 2016/2017





## What EPA Expects in 2017

1. Every major manufacturer/partner will continue to introduce lamps that meet the ENERGY STAR 2.0 spec. Over 2,000 already certified.
2. CFL market share will continue to dwindle.
3. ENERGY STAR LEDs are ubiquitous and drive demand for quality lighting nationwide.
4. Lowest prices for ENERGY STAR LEDs without rebates in the \$2-3/bulb range.



## What EPA Anticipates with Utility Rebates

1. Quality has never been more affordable and utilities are getting behind ENERGY STAR.
2. Nationwide, consumers are going to find ENERGY STAR LED bulbs for ~\$1-2/bulb (or even lower) with rebates.
3. Utilities are driving an accelerated rate of LED adoption that will pay dividends for ratepayers.
4. Ratepayers that purchase ENERGY STAR LEDs will continually associate LEDs with quality.



# How Partners are Promoting ENERGY STAR In-Store

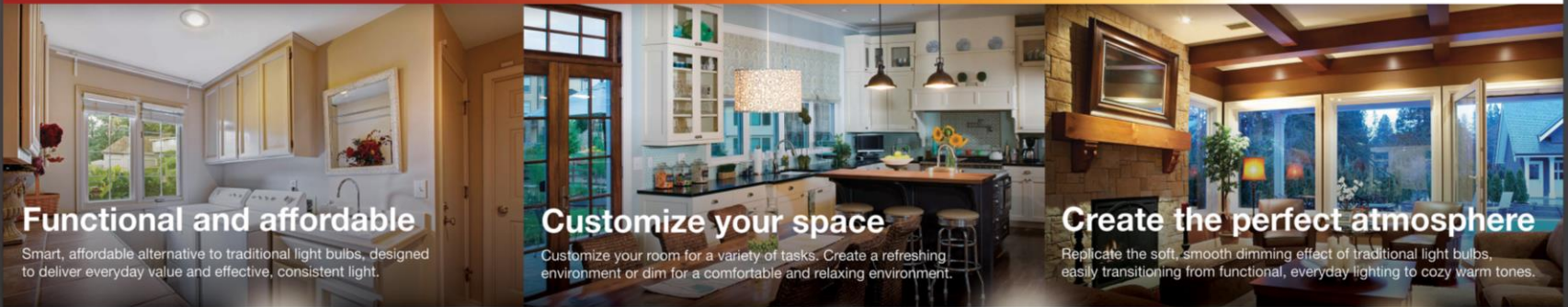


# How Our Partners Market ENERGY STAR Lighting



## An LED bulb for every room of your home

Look for ENERGY STAR® certified LED bulbs. They use less energy, save money, and help protect the environment



### Functional and affordable

Smart, affordable alternative to traditional light bulbs, designed to deliver everyday value and effective, consistent light.

### Customize your space

Customize your room for a variety of tasks. Create a refreshing environment or dim for a comfortable and relaxing environment.

### Create the perfect atmosphere

Replicate the soft, smooth dimming effect of traditional light bulbs, easily transitioning from functional, everyday lighting to cozy warm tones.



### WHY CHOOSE LED LIGHTING?

- High quality light
- Similar brightness as incandescents
- Many are dimmable
- Lasts for decades and saves energy year after year
- Fits in standard sockets

### COMMON LED QUESTIONS

**How do I get more light from my light bulb?**  
**What is CRI?**  
**How do I read the Lighting Facts label?**

### CONNECTED LED LIGHTING

**Connected lighting brings endless possibilities.**  
 Connected lights combine modern LED light with unique technology and give them both in the palm of your hand. They allow for wireless control and programming for entertainment, convenience, productivity, and security. Control your light settings from anywhere in your house or anywhere in the world with a Wi-Fi connection.

### COLOR TEMPERATURE

Color temperature is a measure of the light bulb's color when illuminated. The higher the number, the warmer the light looks. The lower the number, the cooler the light looks. Warm white light creates the environment you desire for your lighting application. Available color temperatures range from 2700K (warm, comparable light to 40W incandescent) to 6500K (bright, natural daylight).

Soft White  
2700K



Bright White  
3000K



Cool White  
4100K



Daylight  
5000-6000K



# How Our Partners Market ENERGY STAR Lighting





# How EPA is Marketing Lamps in 2016 + Beyond

ENERGY STAR 2016 Change the World Tour



**CHANGE THE WORLD, START WITH ENERGY STAR®**



# How EPA is Promoting ENERGY STAR Lighting in 2017



**Let's seize the momentum in  
2017.**

**Let's work together.**

**Here's how:**



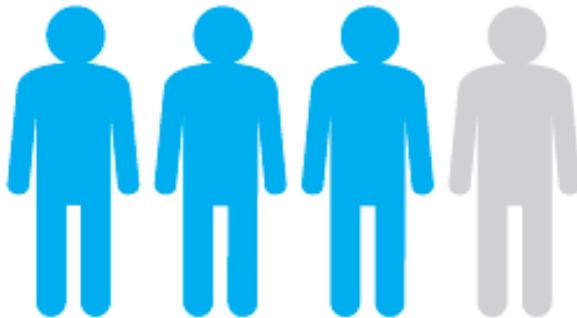


# Brand New Educational Tools

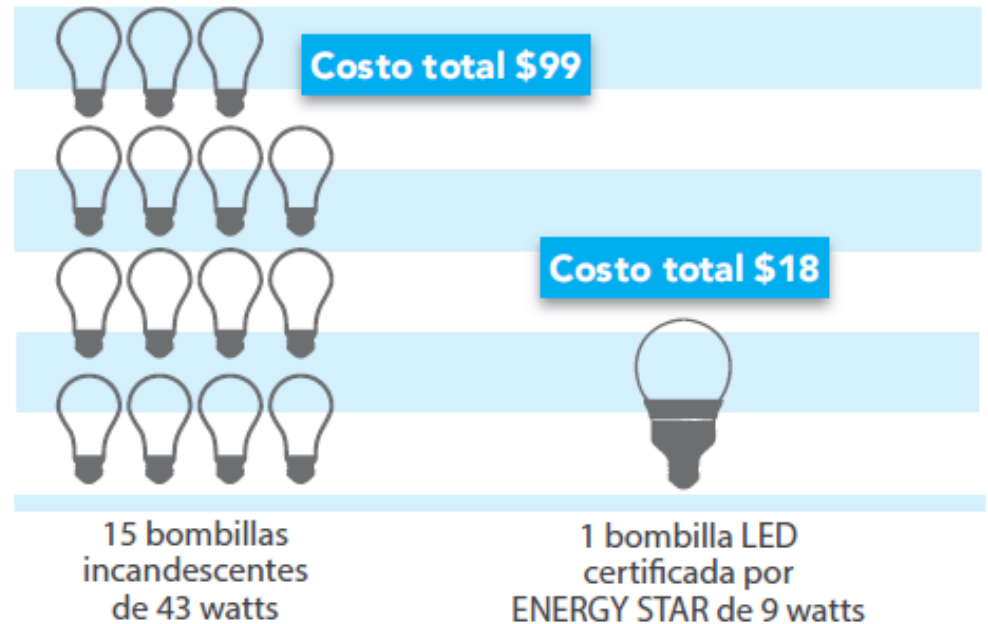
# ENERGY STAR En Español

[ MÁS LÚMENES = MÁS LUZ ]

**3 DE 4 PERSONAS**  
ENCUESTADAS CONSIDERAN A LAS LUCES  
CON REGULADORES DE INTENSIDAD  
**IMPORTANTES.**

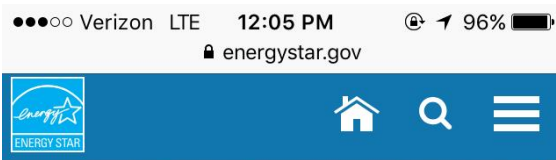


Las bombillas LED con regulador de intensidad le permiten crear el ambiente adecuado.





# Mobile Choose a Light Guide



## Looking to replace a light bulb?

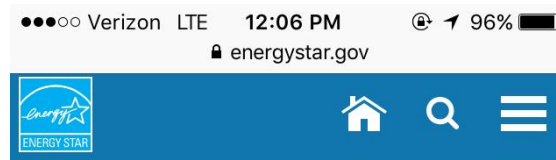
Here's how in three easy steps:

1. Choose the shape
2. Choose the color
3. Choose the brightness

[FIND YOUR LIGHT BULB](#)

## Why Choose ENERGY STAR?

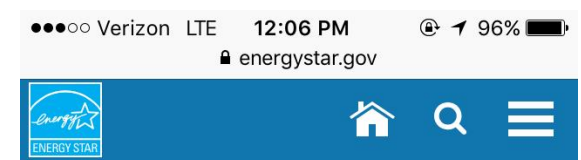
- Independently certified to deliver efficiency and performance
- Same brightness (lumens), 90% less energy (watts)
- Last 15 times longer = big \$ savings
- Help protect the environment and prevent



## What shape lightbulb?

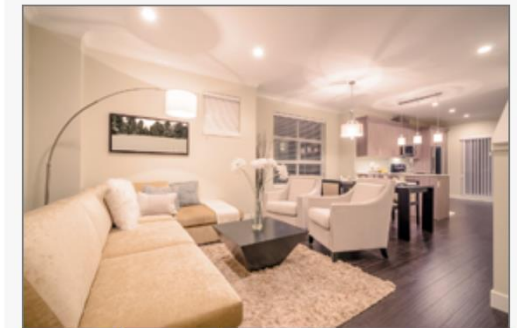
ENERGY STAR LED bulbs come in a range of shapes and sizes to fit every fixture. Choose one of the most common types below.

Type: Standard Shape (A19)  
Most commonly used, standard shape. Often used in table lamps and other general-purpose applications.



## What Color?

Color is designated on the bulb packaging by "color temperature". Warm colors are more yellow. Cool colors are more blue. Click each color temperature below to see how it changes the appearance of your home.



2700K is the most commonly used color for indoor applications and provides a familiar, slightly yellowish tint to your surroundings.

Select your color.



# Light the Moment with ENERGY STAR



## Light the Moment with ENERGY STAR Campaign

2017 will be a year of tremendous change. Capitalize on it with ENERGY STAR.



**LIGHT *the* MOMENT**  
..... WITH ENERGY STAR .....

**ENERGY STAR**  
Certified LEDs Guarantee

- Highest Quality
- Long Life
- Best for the Environment





# Light the Moment with ENERGY STAR Campaign

**LIGHT *the* MOMENT**  
WITH ENERGY STAR

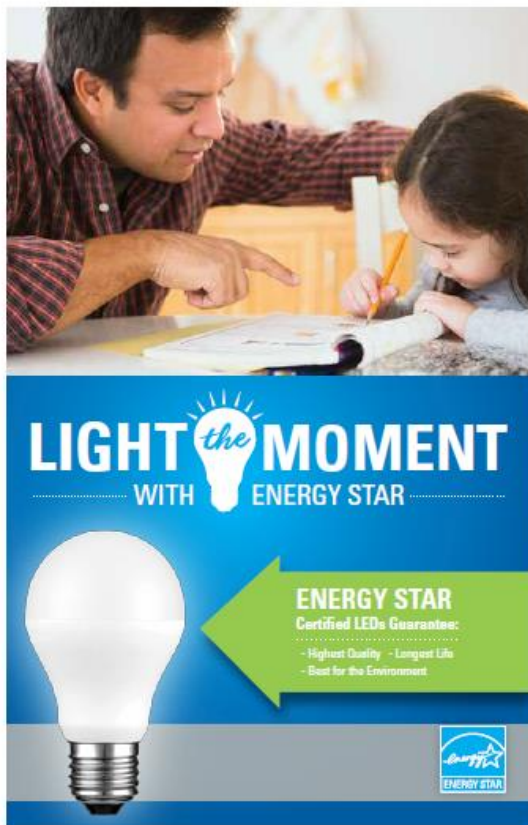
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Certified LEDs Guarantee:  
- Highest Quality - Long Life  
- Best for the Environment

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## Light the Moment with ENERGY STAR Campaign

Creative collateral available to partners will include shelf-talkers, media presence, Mobile Choose a Light Guide, PSAs, Social Media + more!





**Want to Be a Part of This Campaign?**

**Let's Talk.**





## Contact Information

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