



Addressing Barriers to Energy Efficient  
Fixtures and Ceiling Fans

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# Barriers to Address



- Inventory, product selection and availability
- Replacement lamps and ballasts
- Price points
- Technical product concerns
  - Color
  - Pin standardization
  - Dimmability
  - Magnetic vs. electronic ballasts



# ENERGY STAR Qualified Product



- Inventory
  - EPA working closely with showrooms, retailers, electrical distributors, builders, and e-tailers to drive product stocking and inventory
- Product Availability and Selection
  - Increase of products from **5249** qualified fixtures to over **9,100** over the past year
  - New product, as well as product families now available (including multi-light chandeliers)
  - Increase in decorative product



# ENERGY STAR Qualified Product



- Replacement lamps and ballasts
  - Amended spec to ANSI standardized bases
  - Working with showrooms, retailers, and manufacturers to encourage the stocking and availability of replacement lamps
  - Manufacturers beginning to use replaceable ballasts, removable without soldering or screws.
  - Progress towards universal ballasts that drive multiple lamp wattages.
  - NEMA and ALA are working with industry to determine a workable solution to further standardized pin base for lamps





# Price Points

- Some retailers and showrooms are slow to adopt ENERGY STAR qualified product because the price points are higher than incandescent product
- However, many savvy retailers and showrooms use ENERGY STAR as an **upsell** to **increase profits** and **build loyalty** with their consumers
- Lamp-ballast combination pricing is decreasing, helping to drive lower price points
- ALA-NEMA matrix has helped manufacturers quickly develop product and minimize financial testing burden

# Technical Product Concerns



- NEMA and LRC are currently working on ways to address lamp color
- Lamp manufacturers continue to work on a solution for dimmability. Some two-wire dimmable product will be available later this year.
- Increased use of electronic ballasts minimizes humming and other concerns associated with magnetic ballasts

Thanks to all of you...



“The ENERGY STAR Program is having a decided impact on the residential lighting marketplace.”

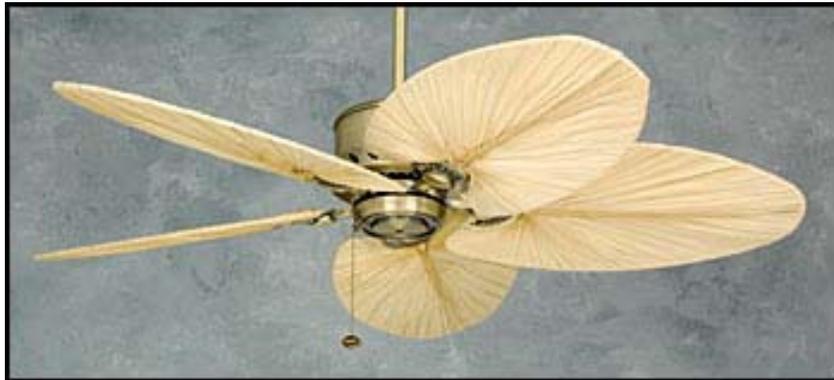
Home Lighting & Accessories Magazine  
December, 2003

# Conventional Ceiling Fans



- New trends 2004
  - Continued move away from “appliance”: Models even more creative than last year in design.
  - Designers are getting more daring and manufacturers are taking risks with design
  - Fans being designed around themes and families
  - Back to the basics: pulley fans making a comeback?
- With more creative designs, technologies are emerging such as halogens for smaller light kit space and changes in motor design
- Because of the variety in designs, people are beginning to install fans in non-traditional rooms

# Conventional Ceiling Fans



# Conventional Ceiling Fans



# Conventional Ceiling Fans



# Specification Overview



- Key Requirements Tier 1:
  - Minimum CFM and CFM/watt requirements
  - Pin based option in light kits
  - Minimum 30-year motor, 1-year component, and 2-year light kit warranty requirements
- Key Requirements Tier 2:
  - Initial 5% testing tolerance will be dropped; products must meet absolute minimum levels
- Items left to explore:
  - Standby power and noise

# Testing Requirements: Labs



- ETL Semko, Hunter, and UL Taiwan



Source: ETL Semko

# Testing Requirements: Labs



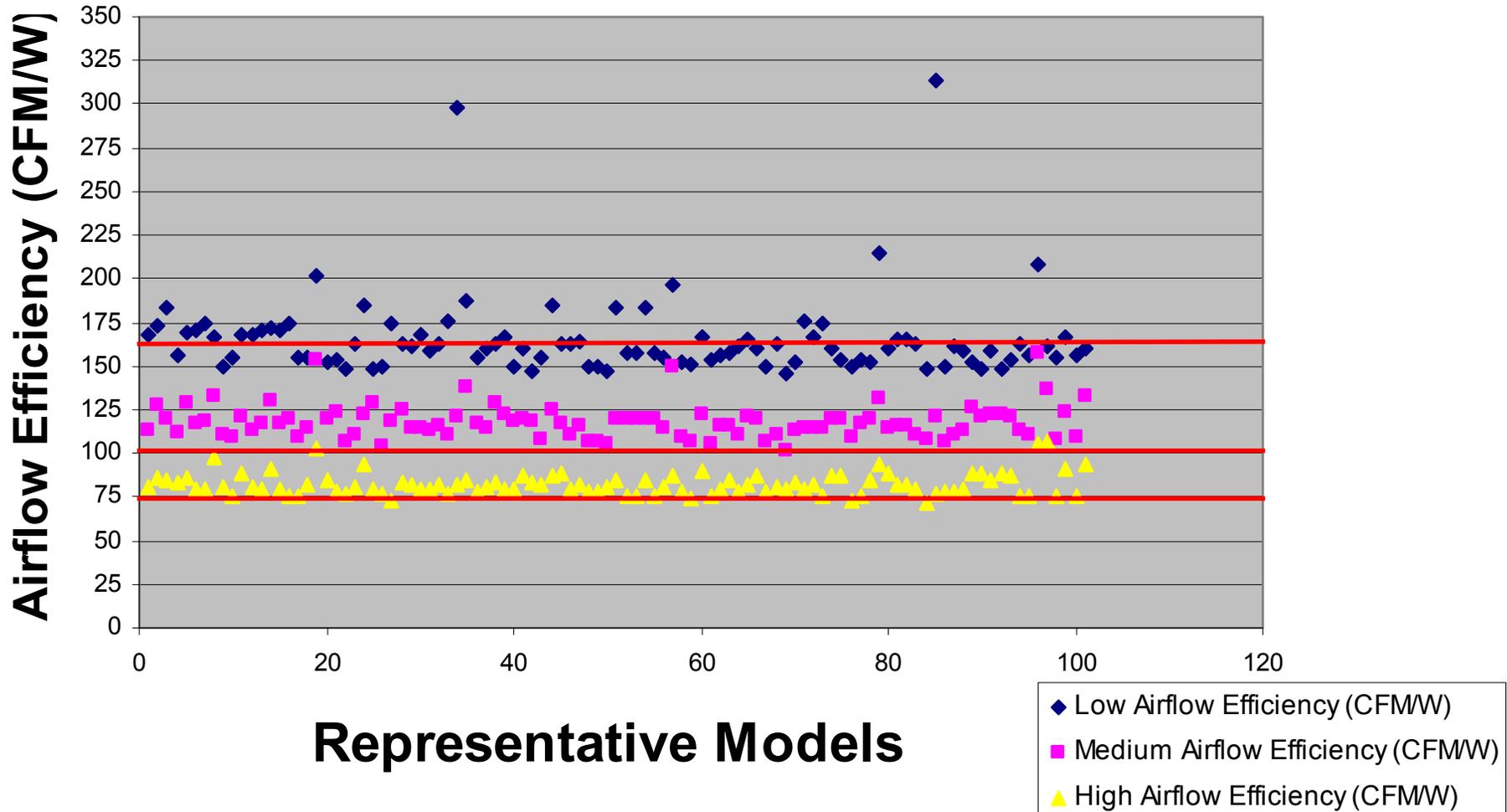
Source: ETL Semko

# Testing Requirements (cont)



- Ceiling Fans are tested for total CFM and CFM/watt
- Light kits must be attached during test if sold with fan
- Light kits are tested to ENERGY STAR light fixture requirements

# Airflow Efficiency for ENERGY STAR Qualified Residential Ceiling Fans



# ENERGY STAR and Design



Sea Gull Lighting

# ENERGY STAR and Design



Casablanca

# ENERGY STAR and Design



Hunter Fan



Harbor Breeze

Hunter for Costco



# ENERGY STAR and Design (cont)



Hampton Bay

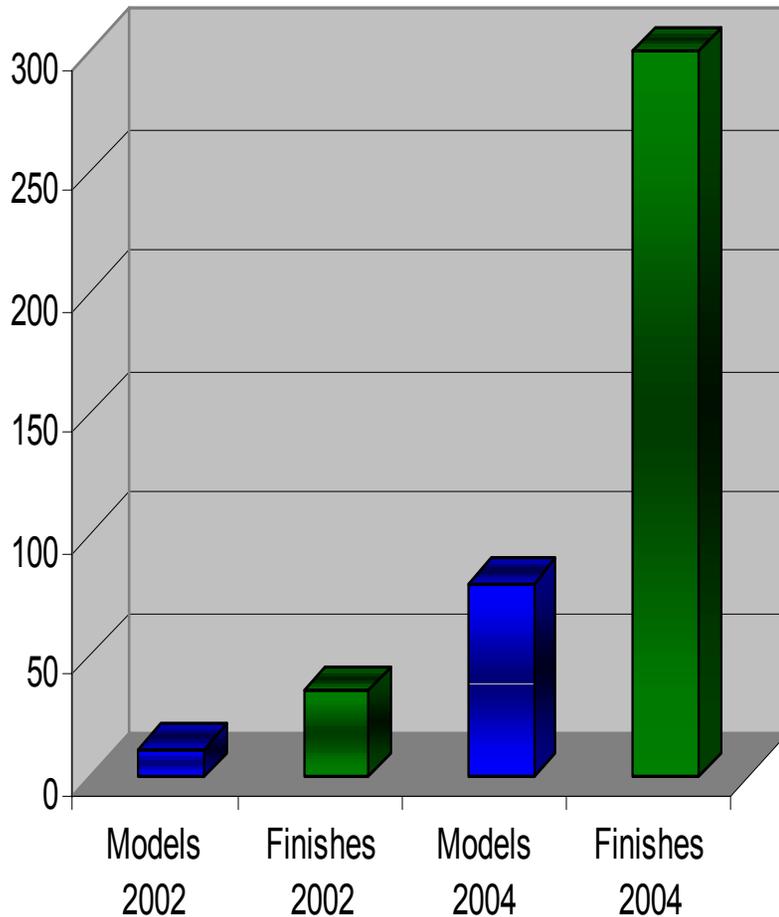
Modern Fan Company



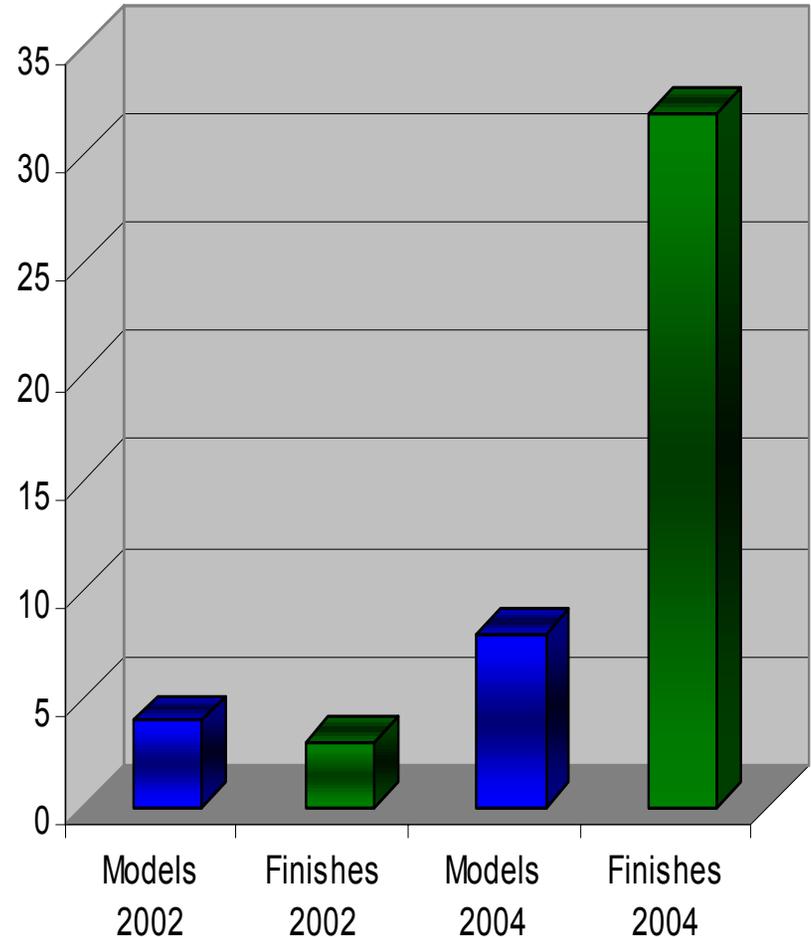
# Supply: 2002 vs. 2004



## Ceiling Fan Supply 2002 Vs 2004 (Models Vs Finishes)



## Ceiling Fan Lighting Products Supply 2002 Vs 2004 (Models Vs Finishes)



# Why Lighting



- Fans are efficient products already
  - EPA goal: messaging
  - Ceiling fans with lighting account for highest sales and greatest savings
  - Many fans are used for general lighting as well as air movement
  - Utility interest in maximizing energy savings

# Why Lighting



## Cool Change Tips:

- Ceiling fans cool people, not rooms – turn them off when you leave.
- Adjust your thermostat during fan use to save on air conditioning costs
- For year-round savings, reverse the fan motor in the winter to redistribute warm air

Source: Casablanca Web site

STAY COOL THIS SUMMER  
WITH ENERGY STAR<sup>®</sup>  
QUALIFIED COOLING EQUIPMENT



ASK ABOUT  
ENERGY  
STAR

# Why Lighting



Source: Emerson Fan Web site

# The Market Actors



**MANUFACTURERS**

**RETAIL CHANNELS:**

Showrooms

DIY

Hardware

**END MARKET SEGMENTS:**

New Construction Builder

Retail Consumer

# Sales Barriers



- ENERGY STAR relevance in this category
- Demand vs. supply
- Aesthetics rule
- Fans with lighting and rebates
  - Integrated lighting: clear
  - Qualified fan + qualified light kit: not so clear

# Wrap-up



- Attend the partner breakout session this afternoon at 3:30
- Roundtable discussion that will include ceiling fan manufacturers, utility representatives, and a retailer
- Goal is to answer the following overarching question:
  - “Now that we have the inventory and interest from various market players, how do we kick-start demand and increase sales of ENERGY STAR qualified ceiling fan products?”