

# Residential **Light Fixture** Newsletter— LIGHTING THE WAY TO A BRIGHTER FUTURE



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 US Department of Energy. [www.energystar.com](http://www.energystar.com)



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## ENERGY STAR Lighting Integration Plan

Under the new [Memorandum of Understanding](#) (MOU), signed on September 30, 2009, the Environmental Protection Agency (EPA) and the Department of Energy (DOE) will work together to enhance the ENERGY STAR Lighting Program. The plan to integrate the Residential Light Fixture (RLF) and Solid State Lighting (SSL) specifications will lead to a single, stronger lighting specification for ENERGY STAR Luminaires, and streamline the program for ENERGY STAR partners.

Key goals of the lighting integration plan include:

- Facilitating a specification revision process that is open and transparent, incorporating the input of partners and stakeholders and allowing adequate transition time;
- Capitalizing on the potential for increased administrative efficiency and economies of scale that arise as part of an integrated approach to lighting products;
- Removing any overlap or contradiction among specifications so as to eliminate confusion among ENERGY STAR partners and stakeholders; and
- Expanding quality assurance testing to ensure lighting products shipped to the market continue to provide the same level of performance demonstrated when qualified for ENERGY STAR.

As EPA and DOE work to integrate the RLF and SSL specifications, the overarching focus will be to strengthen the ENERGY STAR brand identity, and continue to help manufacturer, showroom, retail and electrical distributor partners leverage ENERGY STAR in the marketplace. The technology-neutral performance specification will allow manufacturers across various technologies to compete on a level playing field and ensure that consumers are provided clear and reliable information on energy-efficient products.

Consistent with the rationale for integrating the ENERGY STAR fixture specifications, EPA also plans to examine the specifications for Compact Fluorescent Lamps (CFLs) and Integral LED Lamps for potential future integration.

During the integration period, ENERGY STAR partners should continue to reach out to existing contacts for each lighting category:

- For Compact Fluorescent Lamps: [cfl@energystar.gov](mailto:cfl@energystar.gov)
- For Residential Light Fixtures: [rlf@energystar.gov](mailto:rlf@energystar.gov)
- For Solid State Lighting: [ssl@drintl.com](mailto:ssl@drintl.com)

Partners and other stakeholders are also welcome to contact Alex Baker, ENERGY STAR Lighting Program Manager, at (202) 343-9272 or [baker.alex@epa.gov](mailto:baker.alex@epa.gov), with questions or comments.

## Annual ENERGY STAR Lighting Partner Meeting Update

ENERGY STAR will be changing the date of its annual ENERGY STAR Lighting Partner Meeting. This year's meeting will take place in the fall of 2010 and will be one portion of a larger ENERGY STAR Partner meeting for Lighting, Consumer Electronics, and Appliances. ENERGY STAR is currently determining the meeting location and date, and will inform partners of these details shortly.

## Integral LED Lamps Specification Now Final

After a substantial stakeholder comment and review process, DOE finalized the ENERGY STAR Version 1.0 Program Requirements for Integral LED Lamps on December 3, 2009. The effective date for the new Integral LED Lamp specification (the date when manufacturers may begin qualifying products) is set for **August 31, 2010**.

The new specification will apply to Integral LED Lamps, defined as: a lamp with LEDs; an integrated LED driver; and an American National Standards Institute (ANSI) standardized base designed to connect to the branch circuit via an ANSI standardized lampholder/socket. The criteria covers integral LED lamps of non-standard form, those intended to replace standard general service incandescent lamps, decorative (candelabra style) lamps, and reflector lamps. Other types of replacement lamps may be added in the future as improvements to LED technology make LED use in other replacement lamp types viable.

For more information, including the final specification and stakeholder cover memo, visit [www.energystar.gov/sslpartners](http://www.energystar.gov/sslpartners). For questions or comments, contact [ssl@drintl.com](mailto:ssl@drintl.com).

## ENERGY STAR New Homes Specification 2011 Update

EPA has closed the second comment period on the proposed ENERGY STAR 2011 New Homes Guidelines. Submissions received during the second comment period can be viewed [here](#), and EPA is in the process of reviewing those comments. The final guidelines, along with EPA's responses, will be posted during the first quarter of 2010.

ENERGY STAR lighting partners can read more about the major changes proposed in the first round of in the ENERGY STAR Executive Summary [here](#) and review the latest draft of the 2011 specification [here](#).

In the last round, EPA eliminated mandatory requirements for efficient lighting; ENERGY STAR qualified dishwashers, refrigerators, and ceiling fans; and R-8 duct insulation. Instead, these items will only be maintained within the ENERGY STAR Reference Design and the prescriptive path, thereby allowing partners using the performance path to utilize alternative strategies for achieving equivalent savings.



*Celebrating*  
**1 Million ENERGY STAR Homes**

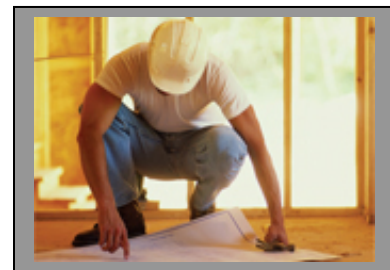
## ENERGY STAR Presents at the 2009 ENERGY STAR Builder Summit



On November 13, 2009, Rocky Mountain Power and Questar Gas Company® held an ENERGY STAR Summit in West Jordan, Utah. The goal of the summit was to promote the benefits of building energy-efficient homes and how to assist builders in marketing energy efficiency features to its buyers.

Jeffrey Schwartz, ICF International, provided training to the builders on ENERGY STAR qualified lighting, which included information on lighting technology, benefits, and available marketing opportunities. Builders immediately saw the opportunity to promote qualified lighting by leveraging a new incentive program that Rocky Mountain Power launched for 2010. Rocky Mountain Power is currently offering a **\$50 incentive per fixture on ENERGY STAR qualified light fixtures** under its New Homes program.

To learn more about the program, please visit the [builder incentives](#) web page to review the 2010 requirements for Rocky Mountain Power's New Homes program.



## Selling ENERGY STAR Qualified Lighting

ENERGY STAR lighting retailers have two sales opportunities with ENERGY STAR qualified lighting: screw-based CFL replacements and qualified fixtures for renovations and new construction. For existing light fixtures, lighting retailers can encourage customers to upgrade to ENERGY STAR qualified screw-based CFLs, in order to more easily capture energy and monetary savings. For customers looking to replace a light fixture, retailers can recommend ENERGY STAR qualified fixtures that offer permanent energy and monetary savings, as well as provide a longer lamp life.

Retailers are encouraged to increase offerings of both energy saving lighting options to meet customer demand and to fulfill the growing interest in energy-efficient products in the marketplace. Additionally, retailers should promote ENERGY STAR qualified products via signage, hangtags, and through circulars to gain a competitive advantage.

For assistance developing ENERGY STAR promotions and messaging, contact Kate Buck, ICF International, at [kbuck@icfi.com](mailto:kbuck@icfi.com). For more information about ENERGY STAR qualified lighting products, please visit [www.energystar.gov/lighting](http://www.energystar.gov/lighting).



## ENERGY STAR Informational Booth at Upcoming Conferences

With all the changes that will be coming this year with respect to the ENERGY STAR lighting portfolio, the EPA wants to keep you informed. For the most up-to-date information on the Lighting Integration Plan and new specifications in development, stop by the ENERGY STAR informational booth at the following conferences:

**Strategies In Light**  
February 10<sup>th</sup>-12<sup>th</sup> in Santa Clara, CA  
[www.strategiesinlight.com](http://www.strategiesinlight.com)  
Booth # 701

**Lightfair International**  
May 12<sup>th</sup>-14<sup>th</sup> in Las Vegas, NV  
[www.lightfair.com](http://www.lightfair.com)  
Booth # 536

## Dallas Market January 2010 Review

Dallas Market Center was buzzing once again with activity this January 13<sup>th</sup>-18<sup>th</sup>. Manufacturers had many new product lines on display as showrooms, retailers, and distributors stocked up on their annual quota of fixtures. Many manufacturers saw a small but noticeable increase in traffic to their showrooms compared to last year's January Market, leaving many to be cautiously optimistic about the recovery of the economy.

New ENERGY STAR fixtures were prominently displayed in many showrooms this year including a new line of portable fixtures from Pacific Coast Lighting along with a number of decorative linear fixtures from American Fluorescent. Many new qualified outdoor fixtures were also highly visible in showrooms including Savoy House, Kichler Lighting, and Murray Feiss. Both SeaGull Lighting and NUVO Lighting launched several new highly decorative indoor fixture families giving its customers an even greater selection of styles.

LED fixtures were displayed in many showrooms this year, some having earned the ENERGY STAR mark. Manufacturers expressed that they are seeing an increased interest and demand for this technology. Although many see a faster uptake in the commercial versus residential market, many manufacturers will continue to devote resources for product development and advancement in LEDs for residential use.

ENERGY STAR also staffed an informational booth this year at Dallas Market to reach out to showrooms and electrical distributors in order to provide them with the most up-to-date information regarding the ENERGY STAR lighting portfolio. Information was offered on how showrooms and electrical distributors can best leverage the ENERGY STAR brand to increase the sales of qualified products.



## Partner Spotlight: Brownlee Lighting



Headquartered in Orlando, Florida, Brownlee Lighting was originally founded in 1977 during the height of the energy crisis. As their company mission states, they are “committed to leading our industry in the design, engineering and manufacturing of environmentally friendly, energy-efficient lighting products that enhance the user’s quality of life.”

From the start, Brownlee Lighting recognized the widespread need to lower energy consumption and reduce high electric bills facing the hospitality industry due to inefficient lighting. In the late-1970s, Orlando had more hotel rooms than any other city in the US, and Brownlee was instrumental in providing the hospitality industry in Orlando with energy-efficient lighting solutions.

Becoming an ENERGY STAR Partner in 2002 was a natural fit for Brownlee and its energy efficiency goals. With well over 1,000 qualified light fixtures, Brownlee offers a large variety of ENERGY STAR fixtures for their customers. Brownlee Lighting currently has product lines that serve the hospitality, multi-housing, residential and commercial industries. The company prides itself on continuing to provide energy-efficient decorative fixtures at the best value possible.

Brownlee will be releasing a new lighting catalogue in February 2010 that will showcase nearly 60 new ENERGY STAR qualified fixtures, a few examples of which are pictured below. New products include indoor flush mounts, pendants, bath bars, and wall sconces. Since its humble beginnings in a garage, making fluorescent conversion kits, to its state-of-the-art manufacturing facility in Orlando, FL, Brownlee has provided the market with quality energy efficient lighting solutions. Today, Brownlee Lighting continues to position itself as a strong and dedicated ENERGY STAR Partner.

For more information about Brownlee Lighting and its ENERGY STAR qualified fixtures, please visit [www.brownlee.com](http://www.brownlee.com).



**For more information about ENERGY STAR qualified lighting products contact:**

**Alex Baker**  
ENERGY STAR  
Lighting Program Manager  
US EPA  
(202) 343-9272  
[Baker.alex@epa.gov](mailto:Baker.alex@epa.gov)

**Brian Carroll**  
Senior Manger  
ICF International  
(703) 934-3253  
[bcarroll@icfi.com](mailto:bcarroll@icfi.com)