



The ENERGY STAR Advanced Lighting Package (ALP)

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov



LEARN MORE AT
energystar.gov

What is ENERGY STAR?



ENERGY STAR is a government-backed program that helps consumers identify products that have met strict energy efficiency standards set by the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE).

ENERGY STAR qualified products:

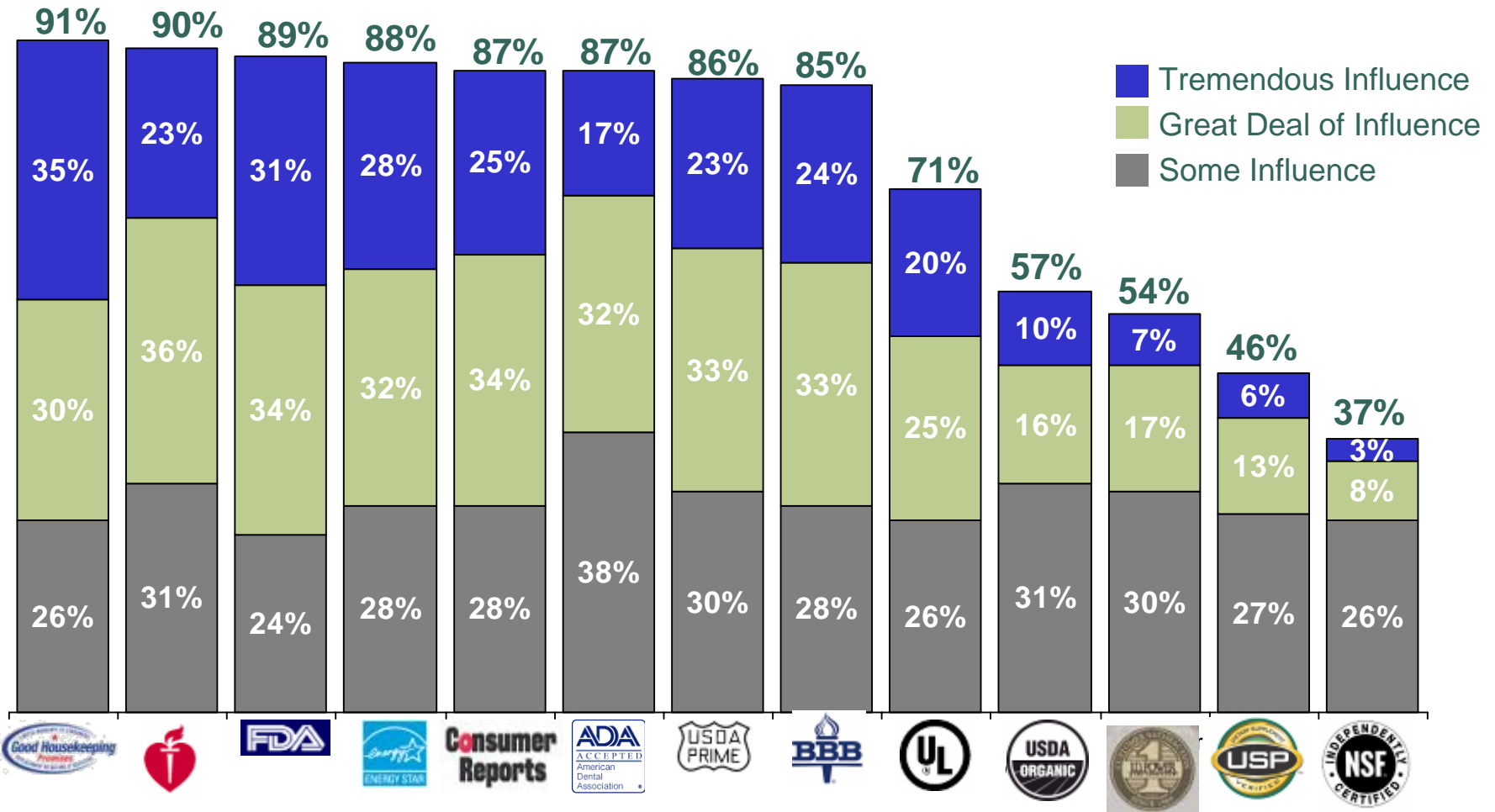
- Save energy
- Save money
- Save the environment



About ENERGY STAR



The ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the *Good Housekeeping Seal* and *Consumer Reports*.



Source: Fairfield Research 2003 survey of 4211 respondents, sponsored by Good Housekeeping

What is the ENERGY STAR Advanced Lighting Package (ALP)?



The Advanced Lighting Package:

- A comprehensive set of ENERGY STAR qualified light fixtures and ceiling fans
- Must consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures—indoor and/or outdoor
- In addition to the light fixture requirements, all ceiling fans must be ENERGY STAR qualified for a lighting package to receive the ALP designation
- ENERGY STAR qualified ceiling fan light kits can be counted toward the ALP 60% requirement



ENERGY STAR Advanced Lighting Package Example



If there are a total of 10 hard-wired light fixtures, inside and outside—6 of those fixtures (60%) must be ENERGY STAR qualified.

What are ENERGY STAR Qualified Light Fixtures?



- Qualified light fixtures are hard-wired and include indoor and outdoor fixture categories
- Qualified light fixtures use about 75% less energy than standard incandescent lighting—saving in energy costs throughout the product’s lifetime
- The bulbs used in all indoor and many outdoor qualified light fixtures use “pin-based” technology, providing permanent energy savings



What are ENERGY STAR Qualified Light Fixtures?



- The bulbs used in qualified light fixtures produce about 75% less heat than incandescent bulbs—reducing home cooling demands
- The bulbs used in qualified light fixtures last up to 10 times longer than incandescent bulbs—great for hard-to-reach fixture locations
- More than 90 fixture manufacturers have qualified decorative light fixtures available in thousands of models

ENERGY STAR Light Fixtures & Applications



Hanging Fixtures
foyer, dining, kitchen



Close-to-Ceiling
hallway, kitchen, bath



Ceiling Fans
living, kitchen, patio



Wall Mounted
bath, living



Recessed
living, kitchen, hallway



Outdoor
yard, walkway,
facade lighting



Why Sell the ENERGY STAR ALP?



- Set yourself apart from the competition; leverage the nationally-recognized ENERGY STAR brand
- Increase your sales and profits by promoting ENERGY STAR qualified fixtures and the Advanced Lighting Package
- Take advantage of existing marketing materials produced by EPA and PR efforts by ENERGY STAR manufacturing and utility partners
- Benefit your business, your customers, and the environment

ENERGY STAR ALP Consumer Benefits



- Selection
- Improved Quality
- Enhanced Comfort
- Energy Cost Savings
- Help Fight Global Warming

“We haven’t had to ‘sell’ the ENERGY STAR lighting to customers, the lights sell themselves! The fixtures are very attractive and the lighting quality is very good.”

— Rich Coyle, D.R. Horton, Sacramento, CA



ENERGY STAR ALP Builder Benefits



- Increased Revenue
- Market Differentiation
- Design Flexibility and Fixture Aesthetics
- Enhanced Customer Satisfaction

“By installing the EPA’s ENERGY STAR ALP, we have been able to offer our homebuyers a higher quality home that is more environmentally friendly. We believe this is better for our business because we are able to differentiate from the competition in the area.”

— *Jerry McCarn, Lennar Homes, CA- Bay Area*

ENERGY STAR ALP

Tap Into Existing Momentum



- The National Association of Home Builders (NAHB) includes the ALP in their point system guidelines for a “Green Building”



- The U.S. Green Building Council (USGBC) includes the ALP in their LEED for Homes rating system.



- Built Green Colorado and several other regional and local “Green Building” programs offer points for using the ALP



- ENERGY STAR qualified fixtures meet the high-efficacy luminaire requirements of California’s Title 24-2005 Energy Code



- Some utilities and government partners are offering financial incentives for model homes and new homes containing the ALP

What Are the Benefits of ENERGY STAR Qualified Lighting Products?

ENERGY STAR Qualified Light Fixture Design



Benefits of a qualified light fixture design:

- Designed for the light source:
 - Correctly-sized bulb
 - No bulb sticking out below/above glass
 - Appropriate type of glass
 - Frosted or opaque glass hides source
 - Better distribution of light
 - No hotspots
- Includes:
 - Easily-serviceable ballast
 - If the fixture needs servicing the ballast is designed to be easily accessible



ENERGY STAR Qualified Light Fixtures



Qualified Indoor Fixtures:

- Use less energy
 - ✓ Lower utility bills
- Produce less heat
 - ✓ Reduce home cooling demands
- Excellent color rendering (≥ 80 CRI)
 - ✓ Colors look natural
- “Dedicated” pin-based bulbs
 - ✓ Longer bulb life
- Electronic ballast
 - ✓ Flicker-free, no hum or buzz
- 2-year warranty
 - ✓ Customer security
- Instant-on
 - ✓ Customer satisfaction
- Laboratory verified
 - ✓ Quality control

ENERGY STAR Qualified Light Fixtures



Qualified Outdoor Fixtures:

- Integral Photocell
 - Auto shut-off during daylight hours
- Use less energy with CFLs *or* motion-sensing incandescent bulbs
- Electronic ballast, instant-on (CFL)
- 2-year Warranty
- Laboratory verified



Motion-Sensing Incandescent



CFL

ENERGY STAR Qualified Ceiling Fans



Qualified Ceiling Fans:

- Qualified ceiling fans with light kits are about 50% more energy-efficient than conventional fan/light units
- Qualified light kits produce about 75% less heat—reducing home cooling demands
- Moves air 20% more efficiently than standard ceiling fans
- Can qualify with or without lighting
- Laboratory verified
- 30-year motor warranty

ENERGY STAR Qualified Vent Fans



Qualified Ventilation Fans:

- Reduces energy by moving more air or cubic feet per minute (CFM per watt consumed)
 - Use 70% less energy than average standard models
- Quiet operation
 - 50% quieter than average standard models
- 1-year warranty
- Light kits must meet fixture requirements
- Laboratory verified



New CFL Technology Used in ENERGY STAR Qualified Fixtures



GU24 "Twist and Lock" Base

- Similar to a screw-base CFL, but instead of a screw-base the ballast connects to the GU24 socket with pins
- Integrated and Modular units available
- Standardized for interchangeability between manufacturers



GU-24: Integrated One-Piece Bulb



Self-ballasted light bulb advantages:

- Easy, one unit replacement when either the light bulb or ballast fails
 - Eliminates confusion when purchasing replacement bulbs
- Allows easy change to different wattage
- Because ballast and light bulb are integral, the overall length is shorter, allowing better fit in a variety of fixtures



← Ballast is integral to the light bulb

GU-24: Modular 2-piece design



Modular advantages:

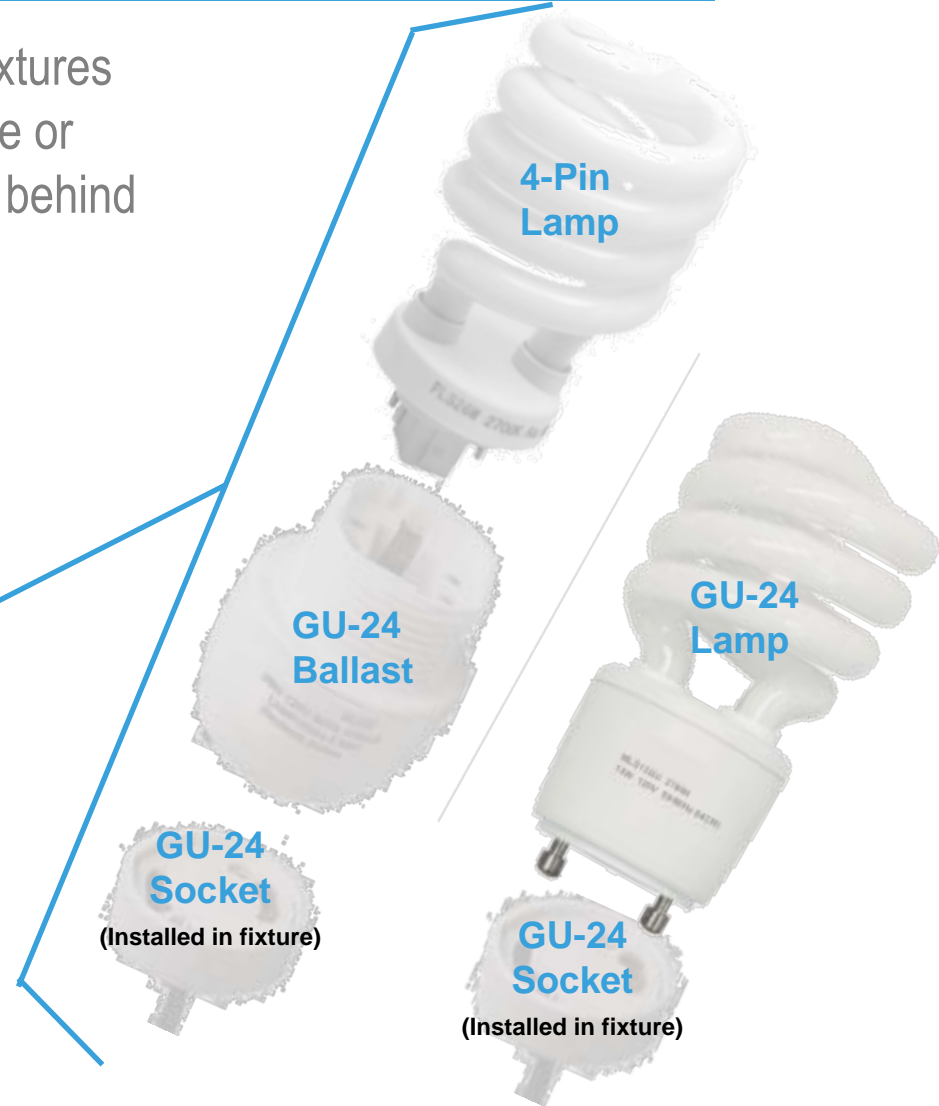
- Many replacement 4-pin light bulbs available
- Greater selection of color temperatures
- If one of the components fails, allows replacement of the failed component only
- Preferred by some light commercial and hospitality buyers



GU-24: Used in Decorative light fixture designs



- Many of the decorative ENERGY STAR fixtures manufactured today use either a one-piece or two-piece GU-24 design as it hides easily behind the glass



ENERGY STAR Qualified Lighting: Common Misconceptions



- Most ENERGY STAR qualified lighting fixtures today use fluorescent technology
- Fluorescent lighting has improved a great deal in recent years. However, many common misconceptions still remain about fluorescent lighting...



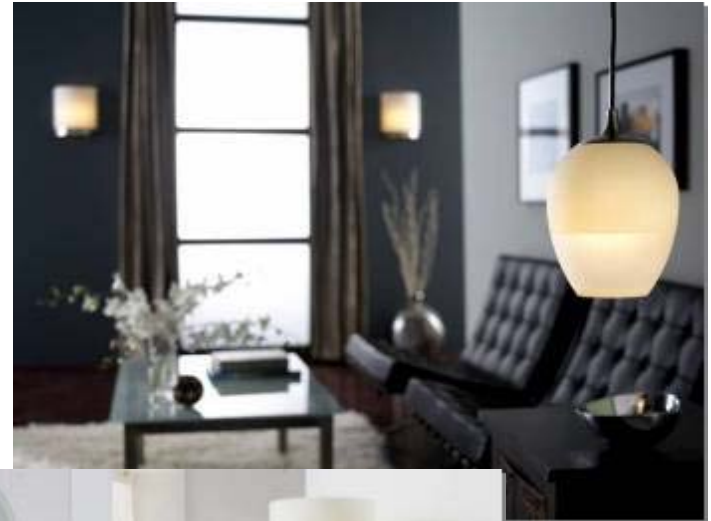
Fluorescent Lighting: Then and Now



What once was a source used only in linear fixtures and utility-type applications...








...now includes bulbs compact enough to be used in functional and decorative fixtures in every room in the home







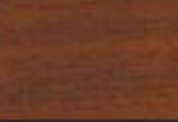
Fluorescent Lighting: Then and Now



What once was a source that produced a poor color of light, sometimes called cold, harsh, “green” or “blue” light...

Color Effect:	Cool (blue tones)
Temperature (Kelvin):	4100K
Mood:	Efficient
Visual Effects On Flesh Tones	
Visual Effects On Maple Finish	
Visual Effects On Oak Finish	
Visual Effects On Cherry Finish	
Visual Effects On Walnut Finish	

...is now available in soft warm colors that make all of the objects in a room appear just like they would under incandescent.

Color Effect:	Warm (red tones)
Temperature (Kelvin):	2700K - 3000K
Mood:	Intimate
Visual Effects On Flesh Tones	
Visual Effects On Maple Finish	
Visual Effects On Oak Finish	
Visual Effects On Cherry Finish	
Visual Effects On Walnut Finish	

Fluorescent Lighting: Then and Now



What once was a source that always flickered for several seconds after turning on the switch, and buzzed when operating...



Magnetic ballast and lamp technology. Typically known to flicker and buzz.

...is now available as “instant-start” (less than 1 sec) and operates quietly.



Electronic ballast and lamp technology. Typically starts instantly and operates more quietly

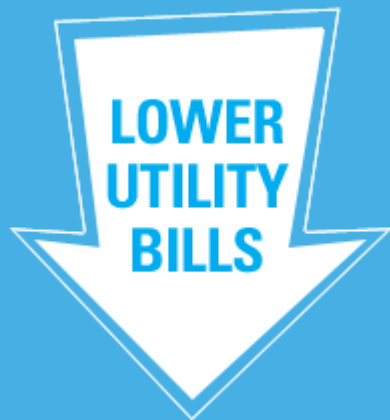
Consumer Selling Points

ENERGY STAR ALP

Selling Point #1:



ENERGY STAR qualified products use less energy and cost less to operate resulting in:



Saving Energy = Saving Money!

Consumers can save over 30% or about \$600 a year on their energy bills by using ENERGY STAR qualified products.

By replacing a home's five most frequently used light fixtures with ENERGY STAR qualified models, consumers can save more than \$65 each year.

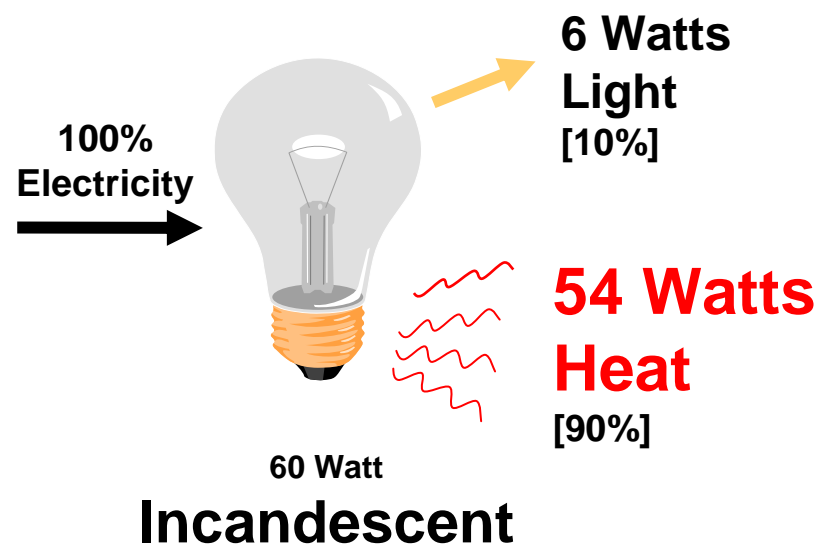
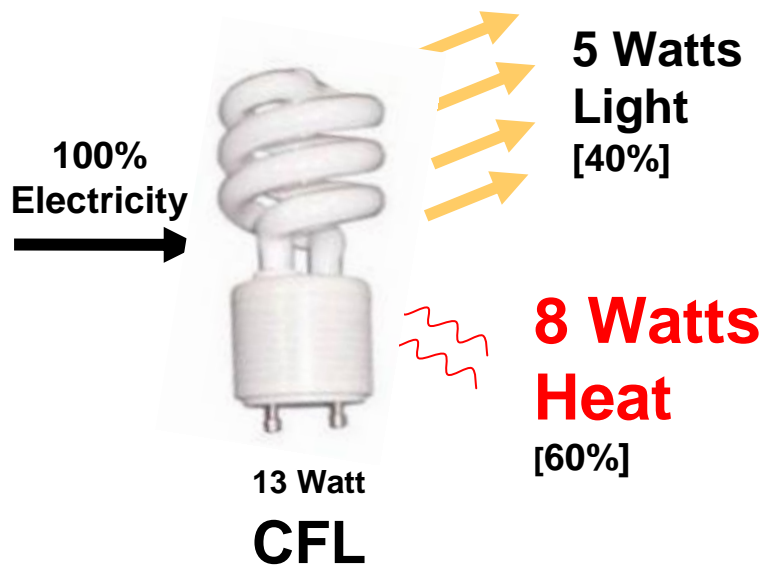
ENERGY STAR ALP

Selling Point #2:



Less Heat, More Light

ENERGY STAR qualified light fixtures use pin-based CFL bulbs that generate *significantly less heat* and distribute light more efficiently than standard incandescent bulbs.



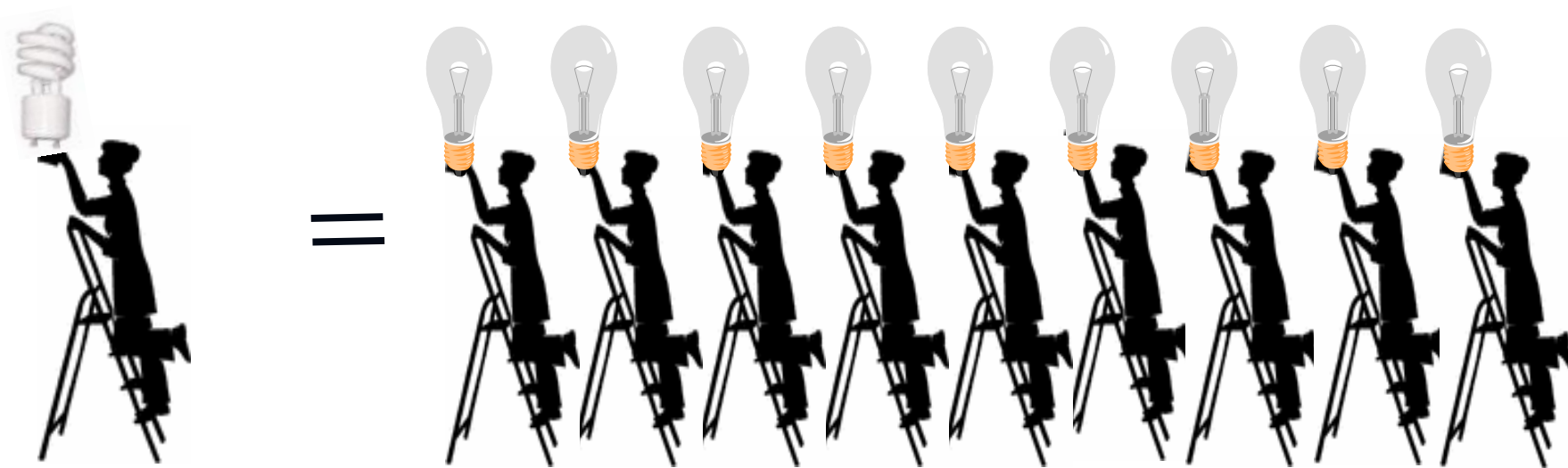
ENERGY STAR ALP

Selling Point #3:



Less Time & Effort

The CFLs in an ENERGY STAR qualified light fixture only need to be changed *once every 9 years* on average, compared with an annual ladder-climb for incandescent light bulbs.



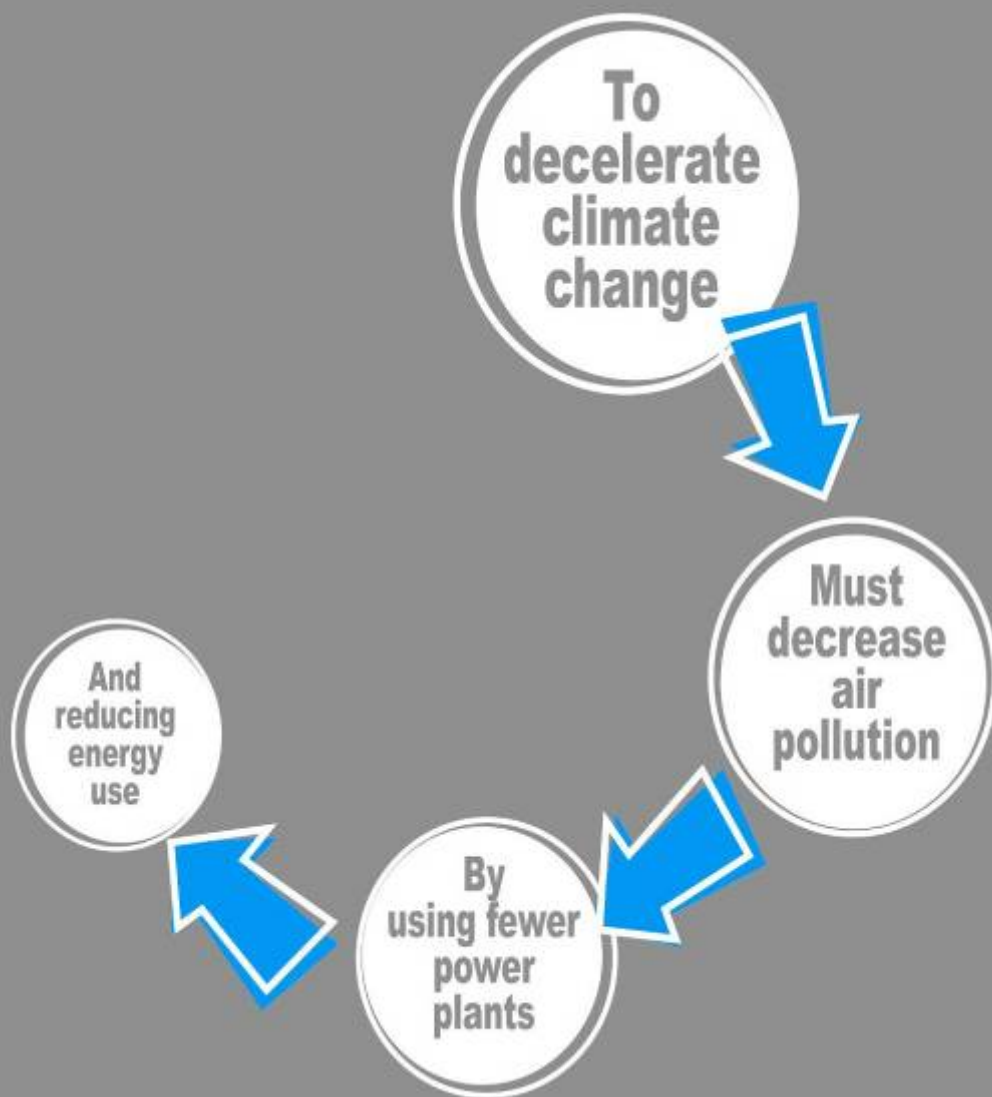
Change bulbs once every 9 years

Change bulbs once each year

*Based on CFL rated life of 10,000hrs and INC life of 1,000 hrs, operated at avg of 3hrs a day

ENERGY STAR ALP

Selling Point #4:



Helps Protect the Environment

If every American home replaced their five most frequently used light fixtures with ENERGY STAR qualified models, we would prevent the greenhouse gases equivalent to the emissions from nearly 10 million cars—helping to protect our environment from the risks of global climate change.

ENERGY STAR ALP: Snapshot



ENERGY STAR:

The government-backed program dedicated to helping consumers protect the environment through superior energy efficiency. Look for the ENERGY STAR symbol on qualified light fixtures.

ENERGY STAR Advanced Lighting Package:

- Must consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures indoor and/or outdoor
- All ceiling fans must be ENERGY STAR qualified for a lighting package to receive the ALP designation
- Qualified light kits are counted toward the ALP 60% requirement

A user-friendly and easily navigable micro-site containing training tools for partners. Users can navigate throughout three main categories to find training resources Relevant to them: Products, Campaigns, Utilities/Energy Efficiency Program Sponsors.

Benefits:

- **EASY:** Access to all ENERGY STAR training materials and resources on your own.
- **ACCURATE:** The most current training materials to share with your sales associates for increasing the sale of ENERGY STAR qualified products and services.
- **RELEVANT:** A location for collaboration and idea exchange with other partners.

To LEARN MORE, visit the ENERGY STAR Training Center page at:
www.energystar.gov/training