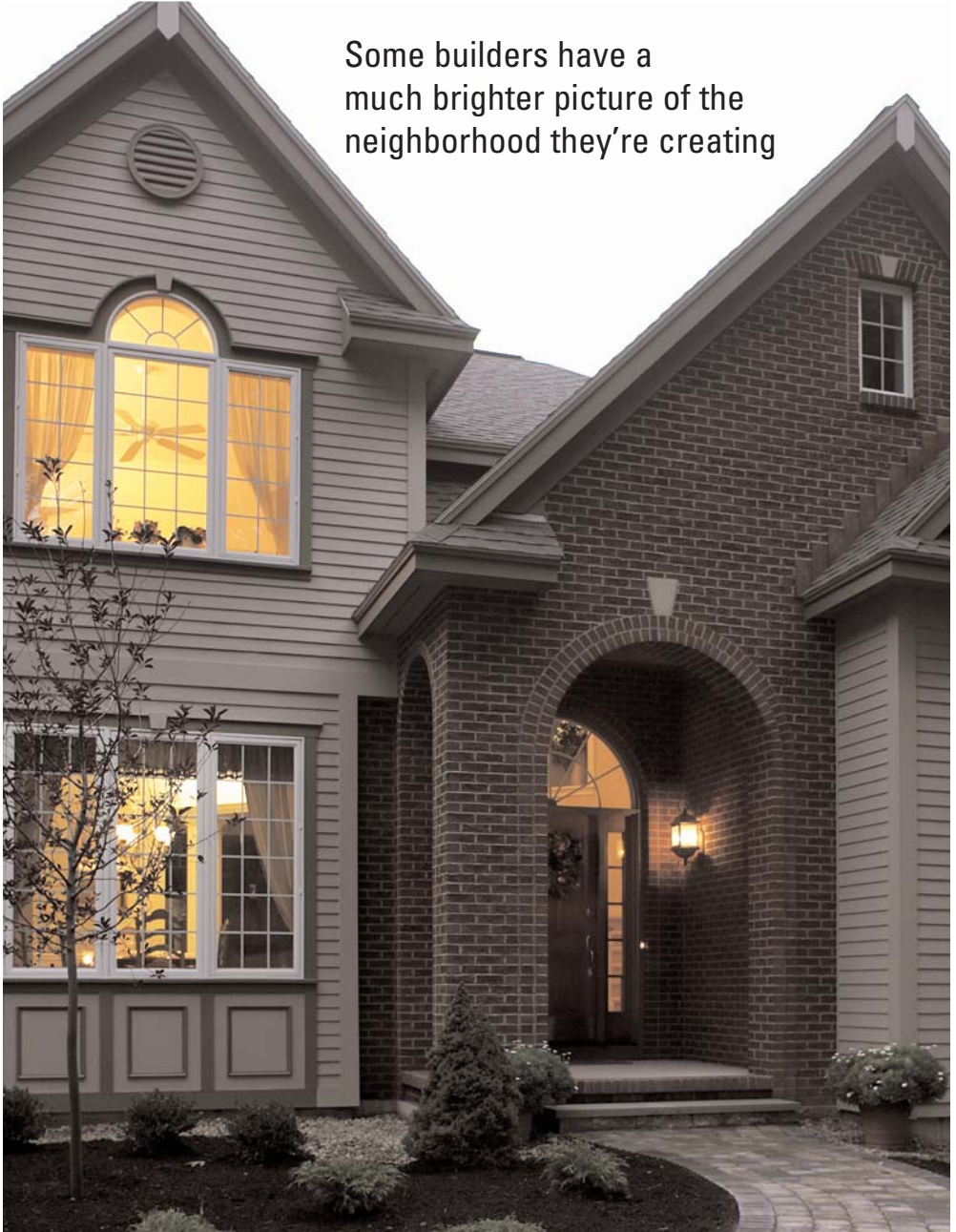




JOIN THE ENERGY STAR[®] ADVANCED LIGHTING PARTNERSHIP

Some builders have a
much brighter picture of the
neighborhood they're creating



Photograph Courtesy of Lighting Research Center (LRC). Photographer: Michael Kalla.

WHAT IS ENERGY STAR?

You have the opportunity to make a change for the better, and the way you light the homes you build is a perfect place to start. Did you know that the typical home causes more greenhouse gas emissions than a typical car? Homes use energy produced by power plants that emit pollutants. So the less energy used, the less pollution emitted. Energy efficient lighting that has earned the ENERGY STAR is good for builders, homeowners, and the environment.

ENERGY STAR is a voluntary government program that gives people the power to reduce air pollution and greenhouse gases through energy efficiency. Light fixtures earn the ENERGY STAR by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA). Homes and more than 40 categories of residential and commercial products—including appliances, lighting, ceiling fans with lighting, home office equipment, home electronics, and heating and cooling equipment—can also earn the ENERGY STAR.

By voluntarily partnering with ENERGY STAR and choosing to install ENERGY STAR qualified light fixtures, you can become part of a select group that has changed for the better by giving homebuyers an opportunity to do the same.

A Proven Partnership

Here's how the partnership works:

- Join ENERGY STAR by completing a Partnership Agreement, a simple form that explains the proper use of the ENERGY STAR name and mark.
- Work with your local electrical distributor, showroom, preferred lighting manufacturer or other lighting supplier to ensure that your homes are fitted with light fixtures (including ceiling fans with lighting) that meet the ENERGY STAR guidelines.
- Use ENERGY STAR promotional materials and techniques to gain market advantage for your Advanced Lighting Package.

There is no cost to partner with ENERGY STAR or to use ENERGY STAR promotional materials.



BEAUTIFY THE ENVIRONMENT
INSIDE AND OUTSIDE WITH THE
ENERGY STAR ADVANCED
LIGHTING PACKAGE.

WHAT IS AN ENERGY STAR ADVANCED LIGHTING PACKAGE?

1. An upgrade option that replaces fixtures in high traffic areas with quality, high efficiency, ENERGY STAR qualified models. The table below describes the ENERGY STAR Advanced Lighting Package specifications.
2. Features advanced lighting technology. Consumers are increasingly attuned to the benefits of new technology. With the ENERGY STAR mark, they can be assured that their new home uses the latest in energy-efficient lighting technologies to improve performance, while lowering monthly costs.
3. A marketing tool you can use to differentiate yourself from your competition.

Room Category	Specific Rooms within Category	Minimum Percentage of Required ENERGY STAR Qualified Fixtures Per Room Category
High-Use Rooms	Kitchen, Dining Room, Living Room, Family Room Bathroom(s), Hall(s)/Stairway(s)	50% of Total Number of Fixtures
Med/Low-Use Rooms	Bedroom, Den, Office, Basement, Laundry Room, Garage, Closet(s), and All Other Rooms	25% of Total Number of Fixtures
Outdoor	Outdoor Lighting Affixed to the Home or Free-Standing Pole(s) except for landscape and solar lighting	50% of Total Number of Fixtures including all flood lighting

Note: To qualify as ENERGY STAR, all ceiling fans that are included in the home must be ENERGY STAR qualified. ENERGY STAR qualified ventilating fans and qualified ceiling fan light kits can be counted as a qualified fixture.

"The ENERGY STAR program is one of the greatest marketing tools in new home construction today. The ENERGY STAR Advanced Lighting Package makes it even better."

Fran Cassanova, Casa Home Marketing, Indian Hill Development, Worcester, MA



CHOOSE THE ADVANCED LIGHTING
PACKAGE TO DIFFERENTIATE
YOURSELF FROM OTHER BUILDERS.

WHY IS THE ENERGY STAR ADVANCED LIGHTING PACKAGE GOOD FOR YOUR CUSTOMERS?

Lower Utility Costs

Compared with a standard lighting housepack, ENERGY STAR qualified lighting fixtures use substantially less energy – about 2/3 less, which will reduce electricity bills significantly.

Immediate Savings

The ENERGY STAR Advanced Lighting Package costs less to operate than a standard lighting package. This is because the incremental cost of the Advanced Lighting Package is offset by the money the homeowner saves each month with lower energy bills. Advanced, higher quality lighting that actually costs less – now there's a bright idea!

Comfort

Lighting products that have earned the ENERGY STAR generate about 70 percent less heat than standard incandescent lighting. This means they are cool to the touch, keep the home more comfortable, and help reduce home cooling costs. By choosing to add ENERGY STAR qualified ceiling fans and light kits to your package, your buyers will save up to 50% on energy costs compared to conventional incandescent models.

Convenience

High-efficiency ENERGY STAR qualified lighting only needs to be changed every 7 years on average, compared with annual nuisance replacements for standard light bulbs.

Quality

Quality is built into the ENERGY STAR guidelines set by the US Environmental Protection Agency to give the assurance of bright, warm, long-lasting lighting. ENERGY STAR qualified lighting fixtures meet strict EPA criteria for efficacy, color rendition and color temperature. Fixtures that have earned the ENERGY STAR are also flicker free, emit no hum, start instantly and, come with a two-year warranty, which is double the industry standard. Qualified ceiling fans offer minimum 30-year and 1 year component warranties.

Environmentally Friendly

Because ENERGY STAR qualified residential light fixtures use less energy, they help reduce pollution—an added benefit for today's environmentally conscious homebuyers.

"Being affiliated with ENERGY STAR gives the builder an advantage over their competition. Using ENERGY STAR qualified products such as the Advanced Lighting Package makes you a better Builder and helps you make a better product-and that will always profit you."

Deb Quinn, Ravenswood Homes, Whitney Park Development, Hamden, CT

WHY DO BUILDERS PARTNER WITH ENERGY STAR?

Recognition

Partnering with ENERGY STAR distinguishes builders as leaders in efficient construction and environmental stewardship, providing valuable recognition and market advantage. Consumers increasingly recognize and choose ENERGY STAR. ENERGY STAR is now recognized by over 55% of consumers nationwide.

Enhanced Customer Satisfaction

The energy-efficiency of ENERGY STAR lighting translates into impressive value and comfort for your customers.

Increased Revenue

Built-in energy-saving features can increase revenue on every home. Savings from ENERGY STAR qualified lighting will reduce the monthly cost of ownership for your buyers.

The ENERGY STAR Advanced Lighting Package provides flexibility in lighting design and application.

Access to Support

ENERGY STAR partners have access to technical and marketing tools at no cost. These include:

- ENERGY STAR Marks
- ENERGY STAR Advanced Lighting Package Savings Calculator Tools
- Consumer Brochures and Fact Sheets
- Listing on the ENERGY STAR Web Site
- ENERGY STAR Awards
- Network of manufacturers, utilities, and showrooms.



To learn more, visit our Web site at

<http://www.energystar.gov>

or call the ENERGY STAR hotline at 1-888-STAR-YES

United States Environmental Protection Agency

Office of Air and Radiation (6202J)

