



ENERGY STAR

THE ENERGY STAR® ADVANCED LIGHTING PACKAGE

The Advanced Lighting Package —
distinguishing homes in the
marketplace.



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.

Homebuyers are increasingly demanding green products and services; with the ENERGY STAR Advanced Lighting Package you have an opportunity to respond to this demand. This is because the fixtures used in an ENERGY STAR Advanced Lighting Package use about 75% less energy than the fixtures used in a standard incandescent lighting package. Greater energy efficiency helps us all make the most of our energy resources, decreases the need for new power plants, lowers our reliance on energy imports, and reduces the emissions of greenhouse gases and air pollutants at the source.



About ENERGY STAR

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices.

About ENERGY STAR Qualified Fixtures

ENERGY STAR qualified light fixtures, available in many attractive styles, offer the benefits of reduced electric bills, reduced maintenance and replacement costs, and decreased cooling loads. Quality is built into the ENERGY STAR guidelines set by the EPA to ensure that qualified fixtures light within one second, have excellent color rendering, and use bulbs that last at least 10,000 hours (about nine¹ years of average household use).



¹ For indoor fixtures operating an average of 3 hours per day.

WHAT IS AN ENERGY STAR® ADVANCED LIGHTING PACKAGE?



What is an ENERGY STAR Advanced Lighting Package?

An ENERGY STAR Advanced Lighting Package is a construction option that can be offered by homebuilders to upgrade light fixtures and ceiling fans commonly used in the home with ENERGY STAR qualified models. The Advanced Lighting Package designation can apply to lighting packages that consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures and 100% ENERGY STAR qualified ceiling fans where installed. ENERGY STAR qualified recessed downlights, ceiling fan light kits, and ventilation fans with lighting are counted toward the fixture requirement.

In addition, the Advanced Lighting Package complements the ENERGY STAR label for new homes by distinguishing homes equipped with a comprehensive set of ENERGY STAR qualified lighting fixtures and ceiling fans.

However, an Advanced Lighting Package is much more than a designation. It is...

1. A marketing platform to differentiate yourself from your competition.
2. A lighting package option that replaces inefficient light fixtures with ENERGY STAR qualified models.
3. An assurance to homebuyers that their new home uses the latest in energy-efficient lighting technologies to improve energy performance and lower monthly costs.



“Using the Advanced Lighting Package is the right thing to do for our customers, the environment, and our business.”

~ Rich Coyle, D.R. Horton Sacramento, CA Division

WHY DO BUILDERS OFFER THE ENERGY STAR® ADVANCED LIGHTING PACKAGE?

Market Differentiation

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.

Increased Revenue

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

Design Flexibility

There are thousands of ENERGY STAR qualified fixtures to choose from. They are available in many styles and finishes and are suitable for every application in the home. The Advanced Lighting Package requirements are designed to promote flexibility in fixture selections throughout the home.

Enhanced Customer Satisfaction

The energy efficiency, selection, and quality of ENERGY STAR qualified fixtures translate into impressive value and

comfort for your customers. In addition, ENERGY STAR qualified fixtures offer a way for America's consumers to reduce their "carbon footprint" by saving energy.

Existing Market Momentum

The Advanced Lighting Package complements the ENERGY STAR label for new homes by distinguishing homes equipped with high quality, aesthetic, and energy-efficient lighting fixtures and ceiling fans.

- Many utilities and energy efficiency programs offer direct-to-builder cash incentives for new homes and model homes equipped with the Advanced Lighting Package.
- The National Association of Home Builders (NAHB), the U.S. Green Building Council's LEED for Homes program, and other Green Building programs include the Advanced Lighting Package in their point system guidelines for a "Green Building."
- ENERGY STAR qualified fixtures meet the high-efficacy luminaire requirements of California's Title 24 Energy Code.

"By installing the EPA's ENERGY STAR Advanced Lighting Package, 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

WHAT SUPPORT DOES EPA OFFER BUILDERS?

Access to Support

Homes builders using and promoting the Advanced Lighting Package have access to technical and marketing tools at no cost. These include:

- ENERGY STAR Advanced Lighting Package Savings Calculator Tools.
- Consumer Brochures and Fact Sheets.
- Network of manufacturers, utilities, and showrooms.
- Technical and marketing support.
- Recognition on the ENERGY STAR Web site.



How to Begin

To begin offering the ENERGY STAR Advanced Lighting Package, simply send an e-mail to ENERGYSTAR_ALP@icfi.com expressing your interest. An ENERGY STAR representative will respond to your e-mail with additional information for getting started.

WHY IS THE ENERGY STAR® ADVANCED LIGHTING PACKAGE GOOD FOR HOMEBUYERS?

Energy Bill Savings

You can save more than \$290 per year in energy costs just by installing an ENERGY STAR Advanced Lighting Package.² That's because ENERGY STAR qualified lighting uses less energy than standard lighting and the bulbs used in ENERGY STAR qualified fixtures last 10,000 hours.

Improved Quality

The ENERGY STAR qualified light fixtures that are used in an Advanced Lighting Package meet strict EPA guidelines for energy efficiency and quality, producing long-lasting light without slow starts or annoying flicker or hum. Fixtures that have earned the ENERGY STAR qualification come with a 2-year warranty, double the industry standard. Qualified ceiling fans offer a minimum 30-year motor warranty and a 2-year light kit warranty.

Enhanced Comfort

The ENERGY STAR qualified light fixtures that are used in the Advanced Lighting Package generate about 75% less heat than standard incandescent light fixtures. This means they keep you more comfortable and help reduce home cooling costs.

Extra Savings

A typical American household spends nearly \$300 annually in home cooling costs. Install ENERGY STAR qualified ceiling fans and light kits, which together are 50% more energy-efficient than conventional fan/light units, and save even more while staying cool. Make sure to adjust the thermostat while using ceiling fans to save additional energy and money on air conditioning costs.

Environmental Protection

More than half of the country's electricity supply is produced by burning coal. Lowering energy use at home helps prevent greenhouse gas emissions and air pollutants from power plants. A single ENERGY STAR qualified fixture prevents more than 400 pounds of greenhouse gas emissions over its lifetime, the equivalent of keeping nearly 200 pounds of coal from being burned.

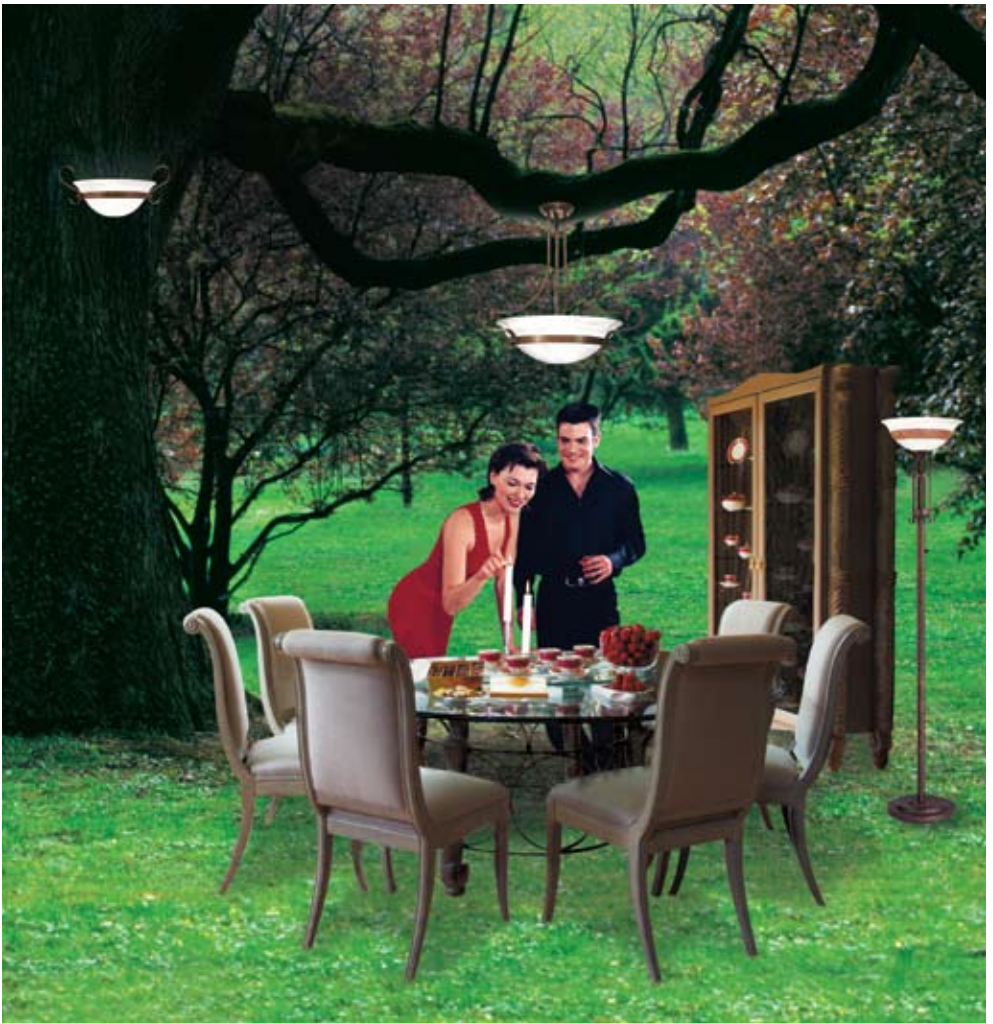
Did You Know?

If every new home built in the United States used the ENERGY STAR Advanced Lighting Package, we would prevent greenhouse gases equivalent to the emissions of nearly 320,000 cars and save more than \$250 million a year—the equivalent of paying off the electricity bill for nearly 240,000 homes for a full year!

“What really convinced me, and what means the most to my clients, is that the ENERGY STAR qualified fixtures are beautiful — I am ‘wowed’ by the design of the fixtures.”

— Gary Brooks, Brooks Design Construction, Gainesville, FL

² Assumes an Advanced Lighting Package consisting of 18 ENERGY STAR qualified fixtures, operating 3.13 hours per day, at 10.6 cents per kilowatt-hour. All savings assumptions are available upon request.



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



To learn more, visit our Web site at
<http://www.energystar.gov> or contact
the ENERGY STAR hotline at hotline@energystar.gov

United States Environmental Protection Agency

Office of Air and Radiation (6202J)

EPA-430-F-08-020

www.epa.gov

September 2008