



ENERGY STAR

CFLs and Fixtures

Ask the Experts
CEE Program Meeting June 2, 2009

Bryan Berringer
ENERGY STAR
U.S. Department of Energy



Presentation Outline

1. ENERGY STAR CFL Program Update
2. 2009 ENERGY STAR CFL Promotions

DOE ENERGY STAR Program Update

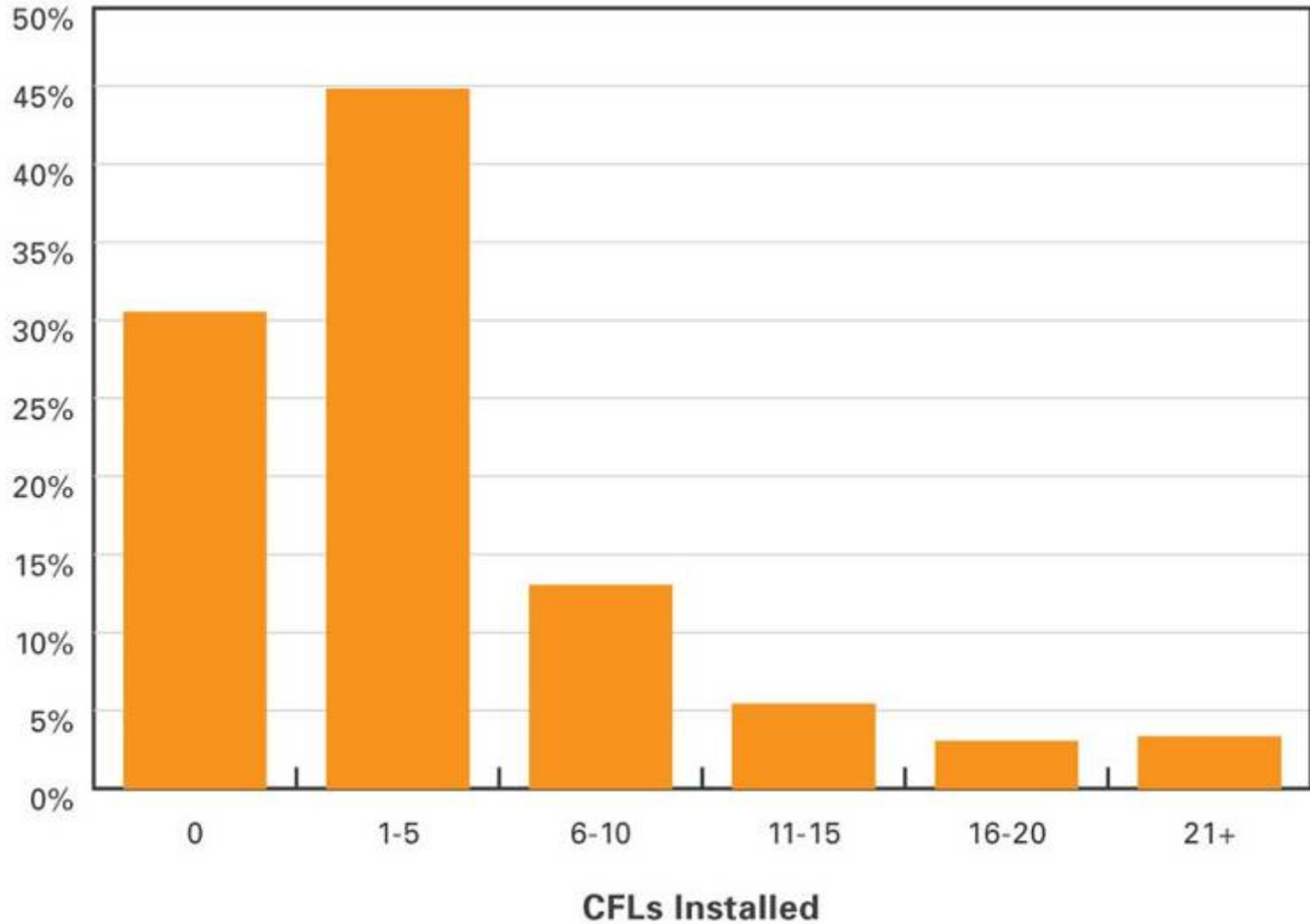


ENERGY STAR CFL Program Update

CFL Market Share



Socket Penetration



CFL Criteria 4.0



- Released March 7, 2008
- Effective date December 2, 2008
- Medium and candelabra-screw based CFLs
- Elevated Temperature Test required for reflector products
- Independent 3rd Party Testing Program
- Mercury labeling



CFL Criteria 4.0 Transition Timeline



October 17, 2008 – DOE announced an extension of the time period where existing products could continue to use the ENERGY STAR label until July 1, 2009

October 31, 2008 – Manufacturers were notified of their products which do not meet version 4.0

December 2, 2008 – Version 4.0 went into effect

Impacts of the Transition



December 1, 2008

- 3700 qualified models
- 0 Candelabra-based products
- 512 reflectors

December 3, 2008

- 1800 qualified models
- 15 Candelabra-based products
- 33 OEM Reflectors have passed Elevated Temperature Testing

DOE ENERGY STAR Program Update



2008 ENERGY STAR CFL Promotions

Where to Use Web Tool



The screenshot shows a web tool interface for selecting light bulbs. The main area displays a 3D rendering of a living room with various light fixtures marked with blue stars. A control panel on the right allows users to "Create Your Mood!" by selecting from four options: Daylight COOLER, Bright White NEUTRAL, Soft White WARMER, and Dimmer WARM. Below this, a text box titled "Spiral Bulbs" explains that spiral-shaped CFLs are the most popular type and use less energy than traditional incandescent bulbs. A scrollable list of bulb types is shown at the bottom, including Spiral, A-Shape, Globe, Tubed, Candle, Indoor, Outdoor, 3-Way, and Dimmable. A button at the bottom right of the 3D view says "Click Here to Turn All Fixtures On".

Create Your Mood!

OFF ON OFF ON

Daylight COOLER Bright White NEUTRAL Soft White WARMER Dimmer WARM

Spiral Bulbs

If these spiral-shaped light bulbs look familiar it's because they're the most popular type of Compact Fluorescent Lamp (CFL). Spiral CFLs create the same amount of light as traditional incandescent bulbs, but use less energy.

Many traditional bulbs around your home (from 60w to 150w) can be replaced with spirals. There are spirals for dimmers and three-way

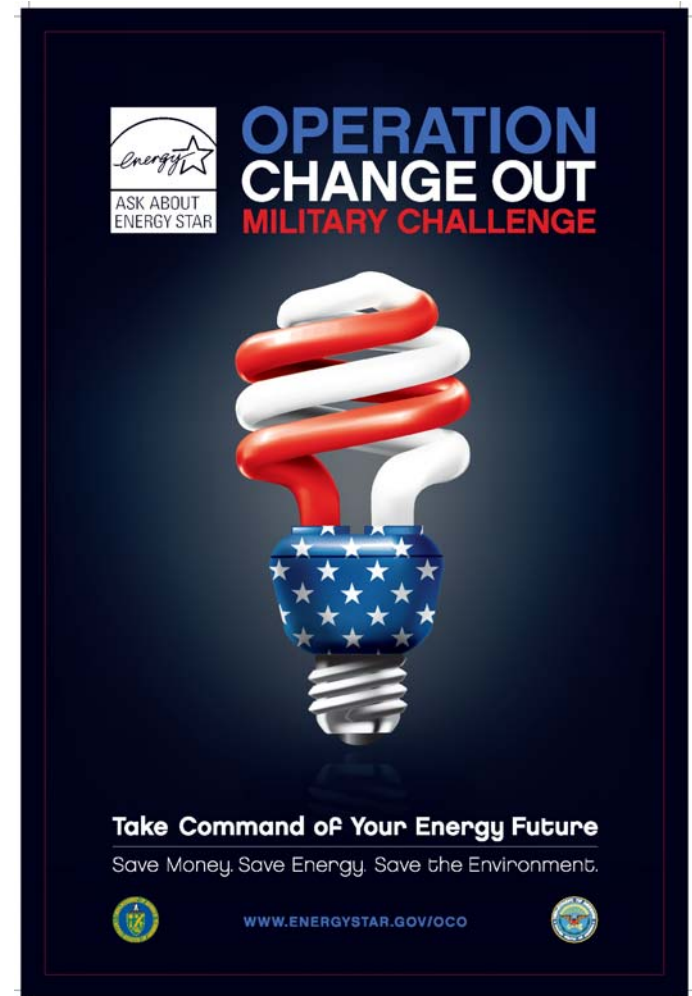
Click Here to Turn All Fixtures On

Spiral A-Shape Globe Tubed Candle Indoor Outdoor 3-Way Dimmable

Operation Change Out: The Military Challenge



- Challenge to U.S. military bases to change out inefficient light bulbs and replace them with ENERGY STAR qualified models
- DOE-led campaign, in partnership with the U.S. Department of Defense launched Earth Day, 2008
- Bases, military retailers, private housing providers, energy efficiency program sponsors, other participants



Military Bases... and Beyond



www.energystar.gov/OCO

CFL Priorities for 2009



- Launch Third Party Testing Program
- Launch re-designed CFL Web pages
- Minimize the time needed for qualifications
 - Launch an on-line product submittal tool
- Integrate partner activities into *Operation Change Out*
 - Military challenges the public
- Increase number of CFL recycling programs
 - Work with industry stakeholders on promoting recycling

3rd Party Testing Program



- 181 products are being tested during the Cycle 1
- Represents 86 Manufacturers
- Testing began in May
- Initial results will start coming in by the end of June
- Planning for Cycle 2 will begin in August

New CFL Web Pages



The screenshot shows a web browser window displaying the ENERGY STAR website. The page is titled "Compact Fluorescent Light Bulbs for Consumers" and is part of a navigation structure: Home > Products > Lighting > CFLs. The main content area includes a description of CFL benefits, a "Buyers Guide", "How CFLs Work", and "Recycling & Mercury" sections. A sidebar on the left lists various product categories, with "Light Bulbs (CFLs)" selected. A right sidebar contains buttons for "FIND A PRODUCT", "FIND A STORE", and "SPECIAL OFFERS", along with a "COMPACT FLUORESCENT LIGHT BULBS FOR PARTNERS" link and a "CHANGE THE WORLD" pledge graphic. At the bottom, there is a "Resources" section with links to product guides and a "For Business" section with training center information. A green box at the bottom of the main content area highlights a statistic: "In 2007, Americans saved \$1.5 billion by switching to ENERGY STAR qualified CFLs." The browser's address bar and toolbar are visible at the top.

BUY PRODUCTS THAT MAKE A DIFFERENCE
U.S. Environmental Protection Agency · U.S. Department of Energy

About ENERGY STAR · News Room · FAQs · **KIDS** Search Go


ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Home > Products > Lighting > CFLs

Compact Fluorescent Light Bulbs for Consumers

(Are you a partner? [For Partners](#))

An ENERGY STAR qualified compact fluorescent light bulb (CFL) will save about \$30 over its lifetime and pay for itself in about 6 months. It uses 75 percent less energy and lasts about 10 times longer than an incandescent bulb.



Buyers Guide
Learn about color, bulb types, what works where — and where to go when you're ready to buy.

How CFLs Work
Find out how CFLs work, how to get the most from your bulbs and more.

Recycling & Mercury
Find out the real environmental costs of using — or not using — CFLs. Learn about disposal options and what to do if a CFL breaks.

In 2007, Americans saved \$1.5 billion by switching to ENERGY STAR qualified CFLs. The energy saved could light all the households in a city the size of Washington, DC for over 30 years. Put another way, changing these bulbs removes as much greenhouse gas pollution as planting 2.85 million acres of trees or taking 2 million cars off the road each year.

[Back](#) 1 of 4 [Next](#)

FIND A PRODUCT
[Basic Search](#) | [Advanced](#)

FIND A STORE

SPECIAL OFFERS

COMPACT FLUORESCENT LIGHT BULBS FOR PARTNERS

CHANGE THE WORLD
Take the ENERGY STAR Pledge.

ENERGY STAR® OPERATION CHANGE OUT
MILITARY CHALLENGE

Resources

- Qualified Compact Fluorescent Light Bulbs
Excel | Text (CSV)
- Transition List (220KB)
- Manufacturer List
- Savings Calculator
- Purchasing Tips
- CFL Market Profile (2.8MB)
- Choose a Light Interactive Guide | Text only version
- CFLs and Mercury
- FAQs

For Business

- ENERGY STAR Training Center: Lighting
- Purchasing & Procurement

New CFL Web Pages



The screenshot shows a web browser window displaying the ENERGY STAR website. The page is titled "BUYERS GUIDE" and is part of a navigation path: Home > Products > Lighting > CFLs > Buyers Guide. The main content area features a section titled "Buyers Guide" with a sub-header "Choosing between the various types of CFLs and deciding where to use them can be daunting. Here you'll find guidance on choosing the right bulbs for your fixtures and locating a convenient retailer. For an interactive learning experience, click on the [Choose a Light Guide](#)." Below this is a graphic for "The ENERGY STAR Choose a Light Guide" with a link to a "Text only version".

How to Choose	Ready to Buy?
Look for the ENERGY STAR	Buying tips
How much light?	Product search
Find the right shade	Local and online retailers
How to choose	Buy bulbs in bulk

At the bottom of the page, there is an "Email This Page" button, a footer with navigation links (Products, Home Improvement, New Homes, Buildings & Plants, Partner Resources, Kids, Publications, News Room, FAQs, Contact Us, Privacy, Site Index, Recursos en Español, PDF Viewer, Excel Viewer), and logos for EPA Home/EPA Search and DOE Home/DOE Search.

Discussion Questions



- What type of market information do you need from DOE to ensure you continue to run CFL programs?
- How often do you use the ENERGY STAR Web site? What type of information/pages could we create that would better meet your needs?
- How often do you use other ENERGY STAR resources? How can we improve our offerings? What is missing from our marketing support?
- What do EEPS think about the opportunities for OCO? How should DOE tailor future CFL promotions?

Contacts



Bryan Berringer
ENERGY STAR Products Manager
U.S. Department of Energy
(202) 586-0371
Bryan.Berringer@ee.doe.gov

Lani MacRae
ENERGY STAR Program Manager
U.S. Department of Energy
(202) 586-9193
Lani.MacRae@ee.doe.gov

Richard Karney, P.E.
ENERGY STAR Products Manager
U.S. Department of Energy
(202) 586-9449
richard.karney@ee.doe.gov