



## What is **ENERGY STAR®?**

Almost everyone has seen the ENERGY STAR mark, but some might wonder, "What is ENERGY STAR?" In this, the first of three ENERGY STAR articles, we will explain what ENERGY STAR is and why it is important to National Association of Independent Lighting Distributors (NAILD) members.

ENERGY STAR is a voluntary public-private partnership co-sponsored by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE). ENERGY STAR is a trusted government-backed labeling and marketing program that identifies products based on both quality and energy savings. By purchasing ENERGY STAR qualified products, your clients have the power to protect the environment, while saving energy and money at the same time. Some qualified product categories include appliances, heating and cooling, home electronics, office equipment, and lighting. The lighting category includes ceiling fans with lighting, exit signs, compact fluorescent lamps, and residential lighting fixtures.

For each product category energy-efficiency standards are set along with and for quality standards, where appropriate.

Because ENERGY STAR is a government program, it is important sacrifice quality for the sake of energy savings. Products are subject to testing and data verification to assure efficiency and quality performance.

By selling ENERGY STAR products you can increase your sales, bring third-party credibility to your company, and position yourself. ENERGY STAR qualified products can be positioned as an up sell, leading to higher profits for your company. Additionally, by selling ENERGY STAR products you are able to benefit from a national advertising platform and leverage consumer awareness. Currently, ENERGY STAR has 56 percent consumer awareness nationwide, and 67 percent awareness in many major markets including New York, Boston, Seattle, and San Francisco. Lastly, ENERGY STAR means quality. Products are subject to testing and data verification to assure efficiency and quality performance. And, consumers don't have to sacrifice quality for the sake of energy savings. Currently there are more than 1,800 ENERGY STAR partners, including 1,250 manufacturing partners, 400 retail partners, and 160 utility and state partners.

Following is a description of the efficiencies of the lighting products, the benefits of each, and the

associated savings for your customer.

Ceiling fans that have earned the ENERGY STAR move air up to 20% more efficiently, thus using less electricity than standard ceiling fans. When paired with ENERGY STAR qualified lighting, these qualified combinations are 50% more energy-efficient than standard, incandescent models. This can save clients as much as \$25 per year on utility bills, plus any additional air conditioning or heating savings they may gain due to proper operation and thermostat adjustment. ENERGY STAR qualified ceiling fan motors carry a minimum thirty-year warranty and all components come with a minimum one-year warranty. Qualified light kits come with long lasting CFLs and offer a two-year warranty.

Exit signs that have earned the ENERGY STAR operate on less energy per face, compared to standard signs that use as much as 40 watts per face. Signs that have earned the ENERGY STAR have met national standards for visibility, and come with a five-year manufacturer warranty.

Compact fluorescent light bulbs (CFLs) use less energy than standard incandescent light bulbs. ENERGY STAR qualified CFLs meet minimum criteria for lumens per watt, color temperature, and starting time. ENERGY STAR CFLs are flicker free to help provide a positive experience for the customer.

Residential lighting fixtures that have earned the ENERGY STAR include both indoor and outdoor fixtures. This group includes many of the fluorescent and compact fluorescent fixtures that NAILD members sell to apartment buildings, property management companies, housing authorities, the hospitality industry, contractors and builders. There are now over 9,000 qualified products including basic "work horse" fixtures, undercabinet lights, recessed fixtures, and a complete line of decorative fixtures including chandeliers. Manufacturers have created complete families of low-end, middle, and high-end decorative fixtures. Lamp life, lamp starting time, lamp color, noise, and durability based on thermal temperature are some of the quality issues addressed in the specification. ENERGY STAR fixtures carry a two-year warranty.

By choosing an ENERGY

STAR product to sell to your customers, explaining the energy-efficiency criterion, and describing the benefits to your clients you can capitalize on the recognition of the ENERGY STAR, while providing them a quality product. Additionally, there may be financial incentives in some utility areas for stocking and/or selling ENERGY STAR products.

ENERGY STAR specifications are frequently adjusted based on product availability and market trends to promote higher efficiency, and other quality factors. A list of ENERGY STAR manufacturers and products can be found on the ENERGY STAR web site [www.energystar.gov](http://www.energystar.gov). For more information about ENERGY STAR lighting fixtures, or how to become an ENERGY STAR Partner, please contact Jeff Schwartz at 518-452-5986, or [jschwartz@icfconsulting.com](mailto:jschwartz@icfconsulting.com).

In future articles we will discuss ENERGY STAR in new construction, the Advanced Lighting Package, and the benefits of being an ENERGY STAR Partner.

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