

Increasing Efficiency in Decorative Fixtures

A New Partnership with the American Lighting Association

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What is the ALA?



- ◆ Industry association of fixture & lamp manufacturers and lighting showrooms
- ◆ Active since 1994
- ◆ 150 Manufacturer members
 - Produce ~75% of residential lighting products
- ◆ 750 Showroom members
 - Represent \$900 million in sales annually



Why Partner?

- ◆ Access
 - New manufacturers, markets
- ◆ Credibility
 - Trusted source of information
- ◆ Communication
 - Infrastructure to reach target audience
- ◆ Knowledge
 - Of market, people, and technology



Background

- ◆ Energy Star outreach 1998 - 2002
 - Built relationships
- ◆ New England regional meeting
 - Held preliminary discussion of barriers
- ◆ Dallas Market meeting
 - Introduced CEE, partnership opportunity
- ◆ Washington DC meeting
 - Set goals, developed strategies



Successes

- ◆ Partnered w/Energy Star
 - Over 150 showrooms signed on to Energy Star under joint agreement
- ◆ Facilitated comments on Energy Star fixture spec
- ◆ Hosted CEE, Energy Star, and others at manufacturer steering committee meeting



Future Efforts

- ◆ Annual conference (May 18 - 21)
 - "Realities/Myths of Energy-Efficient Lighting"
 - Design workshop
- ◆ Sales training
 - On-line
 - Video
 - Certification
- ◆ Sales data/Market share tracking



Design Workshop

- ◆ Approach
 - Interaction of fixture/bulb designers
 - Non-competitive atmosphere
 - Fewer costs, shortened timeline
- ◆ Outcomes
 - Sketchbook for manufacturers
 - Shortened design timeline
 - Increased designs over range of applications and styles



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