

# Understanding the Lighting Facts Label

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- Need for Truth-in-Advertising in SSL
- The Lighting Facts Program
  - The Label
  - The web site and online approved products list
  - Current program status
  - The partners
- How to become a partner and list products
- Protecting the label

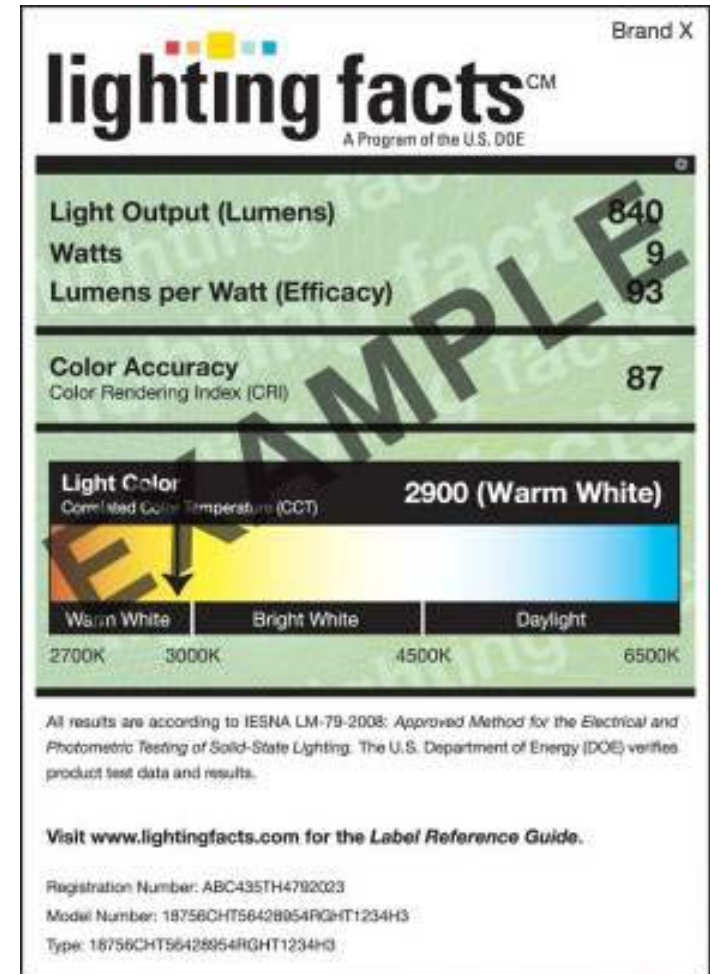
- Many SSL products don't live up to their claims
- Concerns with low light output, non-credible lifetime claims, poor or inconsistent color quality
- Risk of repeating mistakes with the early CFL "rush to market" -- slowed market acceptance

- Communicate accurate information about product performance
- “Raise the tide” for continuous improvement of SSL product quality

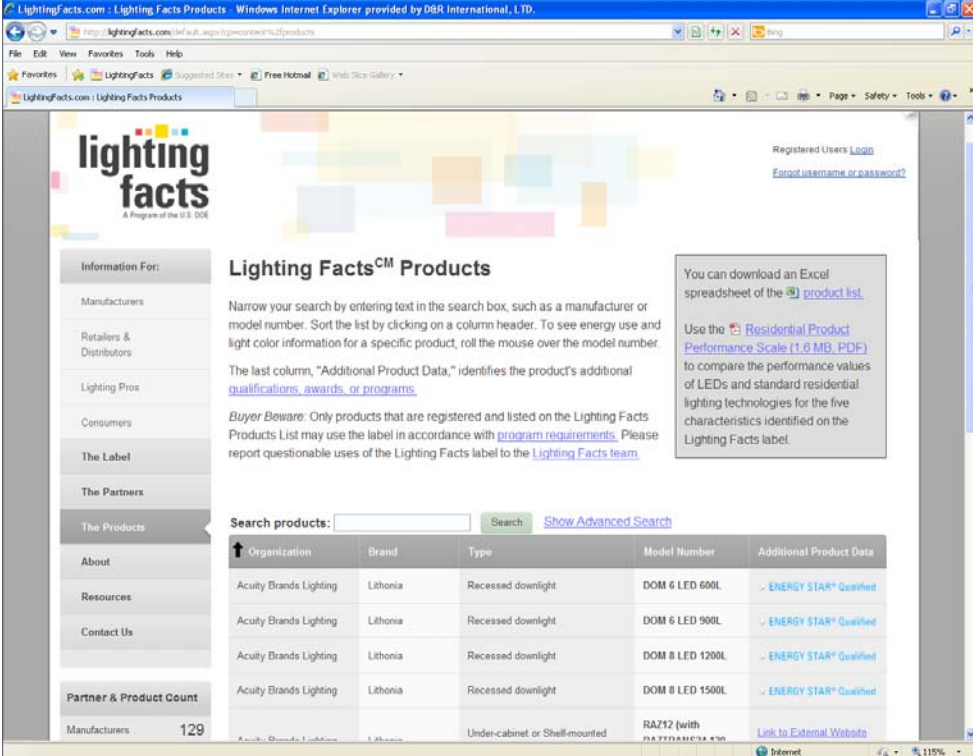


# What is Lighting Facts?

- Nutrition Label for SSL – quick summary of five key performance metrics
- Web-based product performance reporting initiative
  - [www.lightingfacts.com](http://www.lightingfacts.com)
- Product list backed by verification of performance testing
- Buyer's guidance tool
  - Target retailers, distributors, lighting designers, utilities
  - Resource to evaluate reported product performance data
- A voluntary and free program, created by the DOE



- Growing list of products available at [www.lightingfacts.com](http://www.lightingfacts.com)
- Partners register through the web site and gain access to their own account
- All product submission and review is done through the web site
- Program policies & procedures and other key information on the web site



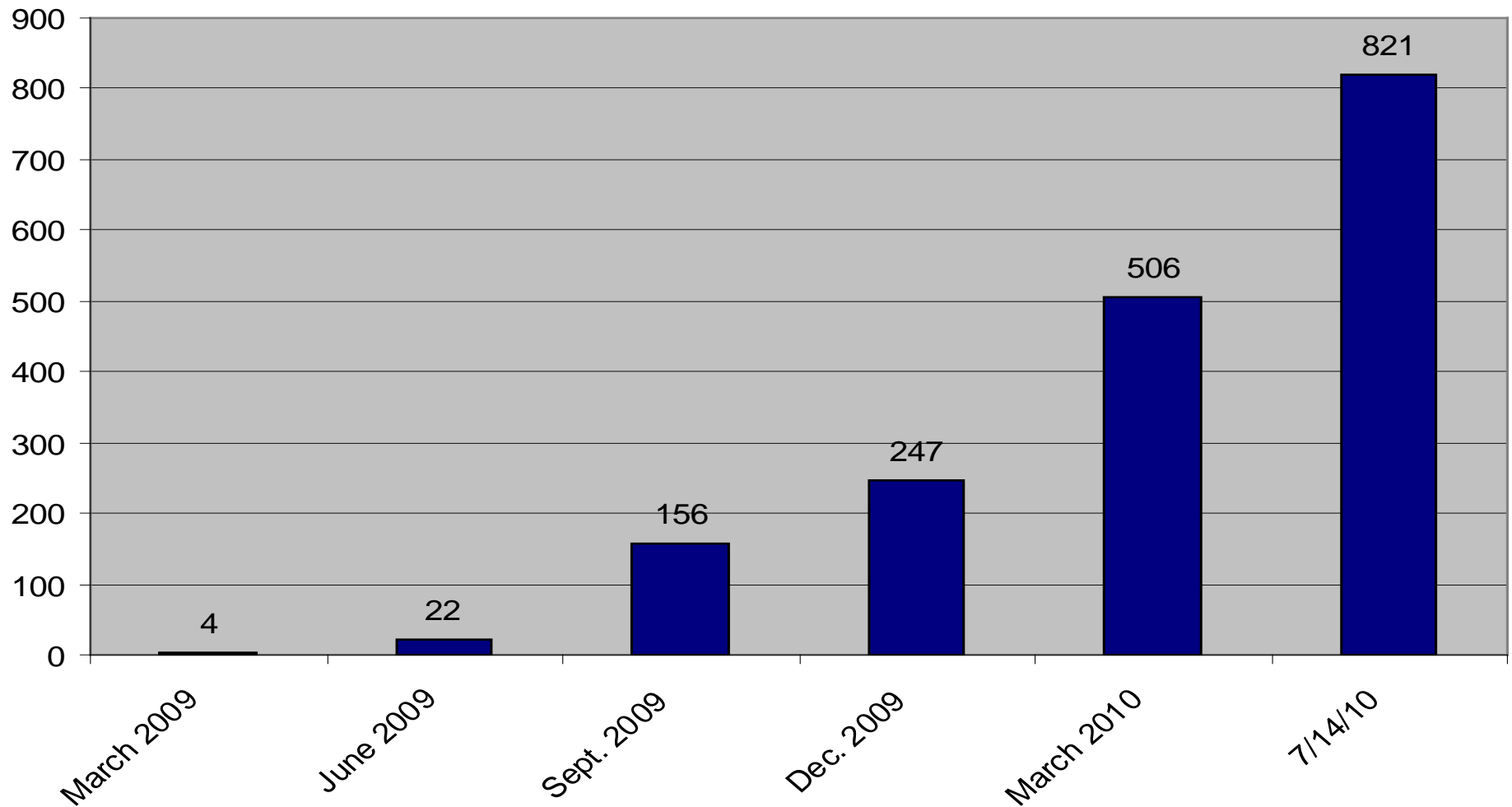
The screenshot shows the LightingFacts.com website in a Windows Internet Explorer browser. The page title is "Lighting Facts Products". The main content area is titled "Lighting Facts<sup>CM</sup> Products" and includes a search box, a "Search" button, and a "Show Advanced Search" link. Below the search area is a table of products with columns for Organization, Brand, Type, Model Number, and Additional Product Data. The table lists several products from Acuity Brands Lighting, all of which are Lithonia recessed downlights. The "Additional Product Data" column contains links to "ENERGY STAR<sup>®</sup> Qualified" for most products and a "Link to External Website" for the RAZ12 model. A sidebar on the left contains a navigation menu with categories like "Information For:", "The Label", "The Partners", "The Products", "About", "Resources", and "Contact Us". A "Partner & Product Count" section at the bottom of the sidebar shows "Manufacturers 129". A registration box on the right side of the page offers to download an Excel spreadsheet of the product list and provides a link to a Residential Product Performance Scale PDF.

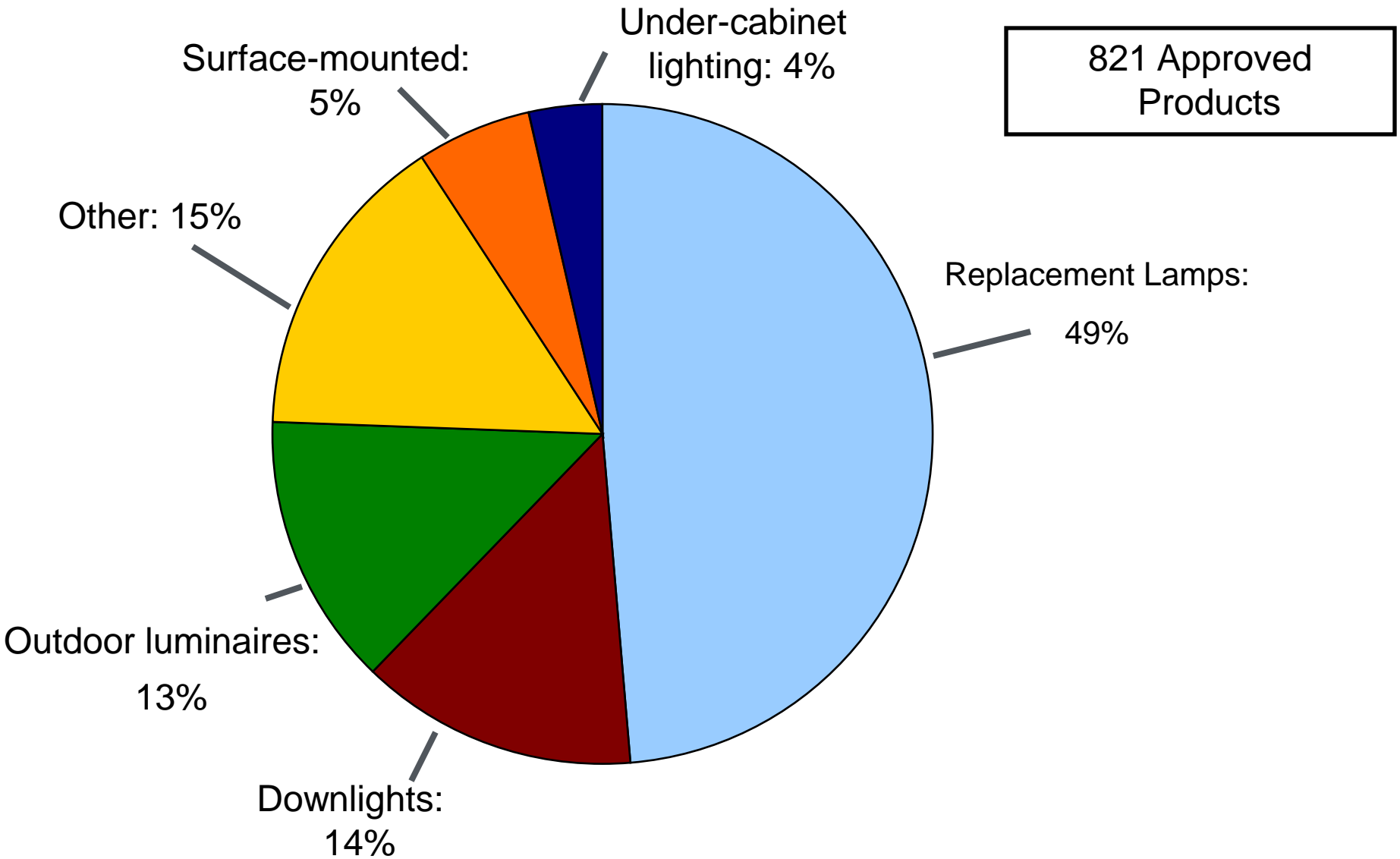
Organization	Brand	Type	Model Number	Additional Product Data
Acuity Brands Lighting	Lithonia	Recessed downlight	DOM 6 LED 600L	<a href="#">ENERGY STAR<sup>®</sup> Qualified</a>
Acuity Brands Lighting	Lithonia	Recessed downlight	DOM 6 LED 900L	<a href="#">ENERGY STAR<sup>®</sup> Qualified</a>
Acuity Brands Lighting	Lithonia	Recessed downlight	DOM 8 LED 1200L	<a href="#">ENERGY STAR<sup>®</sup> Qualified</a>
Acuity Brands Lighting	Lithonia	Recessed downlight	DOM 8 LED 1500L	<a href="#">ENERGY STAR<sup>®</sup> Qualified</a>
Acuity Brands Lighting	Lithonia	Under-cabinet or Shell-mounted	RAZ12 (with	<a href="#">Link to External Website</a>

- 129 manufacturers have registered products
- Growing list of buyers ask for label
  - 115 retailers (Lowe's, Costco, Home Depot, Grainger)
  - 149 utilities/lighting designers
- 821 products listed
  - Listings show performance values
  - Verified to LM-79 test results



# Lighting Facts Total Approved Products, as of 07/14/2010





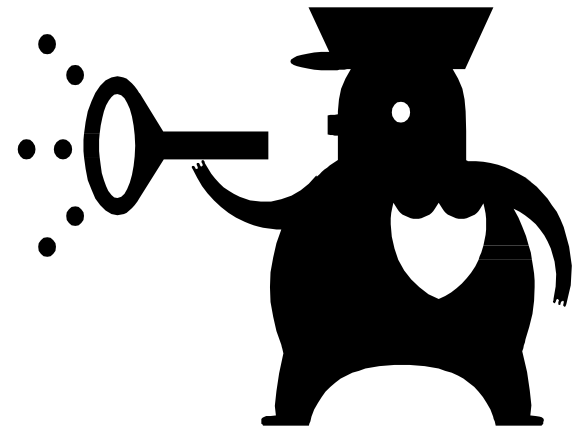
RETAILERS/DISTRIBUTORS	LIGHTING PROFESSIONALS
<p>Advanced LED Solutions Costco Energy Federation (EFI) Grainger Green Lighting Supply LEDstore.com, Inc. Lowe's One Source Lighting Pacific Lamp &amp; Supply Co. Safeway The Home Depot Voss Lighting</p> <p><i>And many more...</i></p>	<p>Cape Light Compact Fluid Market Strategies green Tbiz Leotek Electronics USA Lightswitch Architectural McKinstry Midwest Energy Efficiency Alliance (MEEA) Northeast Energy Efficiency Partnerships PG&amp;E Visible Light Solar Technologies</p> <p><i>And many more...</i></p>

1. Visit [www.lightingfacts.com](http://www.lightingfacts.com)
  - Review conditions of participation in the updated Partner Participation Manual
2. Register for the program and take the pledge
  - Go to the pledge page for manufacturers, retailers, or lighting professionals
3. Make sure your products have the label
  - Tested according to LM-79 at an approved laboratory
  - Performance verified
4. Find approved products and partners on the online Product List at [www.lightingfacts.com/products](http://www.lightingfacts.com/products)

Lighting Facts partners agree to:

- Test SSL product performance using the industry standard for testing photometric performance, IES LM-79-2008.
- Use the Lighting Facts label on product specification sheets, literature and/or packaging to provide clear and consistent labeling of five key areas of performance.
- Evaluate LED product quality by using the label
- Use and promote products listed with Lighting Facts
- Ensure that products continue to perform as claimed; Lighting Facts will regularly verify this through its own quality assurance program.

- The Lighting Facts label is a conditional mark, and is registered to the U.S. DOE
- Only approved products may use the label
- The label cannot be altered in any way from the version provided by DOE
  
- DOE actively monitors proper use
- Program partners report violations of use
- Program follow-up on violations:
  - ✓ Contact in writing
  - ✓ Opportunity to comply
  - ✓ If no compliance, may de-list products and/or terminate partnership
  - ✓ May be subject to penalties of trademark infringement



- Truth-in-advertising is not self-reporting
- Verification and quality assurance are essential to ensure conformity
- Anticipate abuses and communicate actionable consequences
- Foster strong partnerships with Buyers and Pros—give tools to evaluate products
- Web-based platform provides adaptability to changing program needs



- Independent QA testing program
  - Monitor products carrying the label
- Utility/Efficiency Program List
- Expand the label
  - Reliability/lifetime metric
  - Additional metrics from LM-79



# Thank you!

**Questions? Please contact:**

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