



Statement of the American Lighting Association

Regarding

Energy Efficient Lighting for A Brighter Tomorrow Act of 2007 (S 2017)

The American Lighting Association (ALA) founded in 1943 has 1450 members that represent a broad spectrum of the residential lighting industry, including four categories of members:

◆ Lighting Manufacturers	140 members
• <i>Lighting Fixtures</i>	<i>84 members</i>
• <i>Light Bulbs</i>	<i>12 members</i>
• <i>Lighting Controls</i>	<i>6 members</i>
• <i>Ceiling Fans</i>	<i>15 members</i>
• <i>Components</i>	<i>23 members</i>
◆ Manufacturer Representatives	250 members
◆ Independent Retail Lighting Stores	975 members
◆ Lighting Designers/Associates	85 members

ASSOCIATION BACKGROUND

While our membership is predominately American (94%), our membership extends to Canada (5.5%) and the Caribbean (.05%).

ALA members have direct interface with consumers and are on the front-line helping them to understand and accept energy efficient lighting.

ALA has played a key role in encouraging lighting fixture manufacturers to produce a broad range of fixtures that are compatible with energy efficient lamps. We attribute the success of our efforts to the “Lighting for Tomorrow” competition we have co-sponsored with the Department of Energy and the Consortium for Energy Efficiency. The five year old competition has led to major fixture manufacturers as well as specialty producers to develop a full-line of energy efficient fixtures that are attractive and priced competitively.

We have had representatives at-the-table alongside NEMA as we had interface with the Alliance to Save Energy and other efficiency advocates to discuss and work toward effective solutions to help gain energy efficiency in lighting.

ALA’S POSITIONS REGARDING S 2017

ALA fully supports the intent of S 2017.

We Wish To Make Five Key Points:

1. *Focus on general service medium screw based light bulbs*
2. *Establish Federal Preemption*
3. *Exempt 25-40 watt candelabra bulbs*
4. *Authorize marketing funds to educate the consumer*
5. *Do not set 2020 requirements now*

1. FOCUS ON GENERAL SERVICE MEDIUM SCREW BASED LIGHT BULBS

We support having the focus on general service light bulbs. We are proud of the proactive stance taken by light bulb manufacturers to work together to develop an agreed-to plan to develop more efficient incandescent lamps, including halogen, plus other technologies including improved fluorescent, high intensity discharge and solid state (LED) lighting.

In adopting the time frame for incandescent bulbs to become more efficient, as called for in S2017, we strongly urge you adopt the time frame recommended by manufacturers:

100 watt	2012
75 watt	2013
60 watt	2014
40 watt	2015

We are convinced manufacturers need the time requested to be able to develop, manufacture and deliver quality products.

We understand the energy savings gained will meet or exceed a 50% reduction in energy consumption! We are unaware of any other industry that will provide that high level of energy savings.

2. ESTABLISH FEDERAL PREEMPTION

We strongly urge that the bill preempt any state action to regulate light bulbs as it would be nearly impossible for manufacturers to produce for individual state requirements including labeling. Consumer education would be especially challenging.

Lighting products have been and should continue to be manufactured for interstate commerce that applies uniformly to all 50 states and the District of Columbia.

3. EXEMPT 25-40 WATT CANDELABRA BULBS

Candelabra light bulbs in the 25 to 40 watt range should be excluded from the legislation.

Candelabras are a specialty lamp and are often part of the decorative aspect of pendant fixtures and chandeliers. Their clear glass is an important part of the fixtures appeal and an important decorative aspect of the consumers' home.

Many are coupled with dimming, which is a very energy efficient device, often reducing consumption to ten watts or less.

Finally, CFL candelabras because of their necessary coatings and physical shape are often unattractive or unsuitable alternatives. Because there is no suitable replacement for candelabra incandescent lamps, limiting their availability could have a backlash for consumers.

4. AUTHORIZE MARKETING FUNDS TO EDUCATE THE CONSUMER

Because our members are close to the consumer we are aware there is a critical need to expand the customers awareness of energy efficient lighting and its proper application. We strongly urge that funds be included in the legislation for a five year period to help facilitate a successful market transformation.

These funds should be used for consumer information and marketing, in addition to any labeling requirements, so consumers can be prepared and know what to look for when entering a store.

5. DO NOT SET 2020 REQUIREMENTS NOW

We recommend no action be taken to determine efficiency requirements for outlying years (2020). Such requirements are not needed and serve to attract opposition to the bill.

The ALA appreciates your consideration of our views in support of legislation to gain energy efficient standards for medium screw based general service lamps. We would be pleased to respond to any questions. Thank you.

For the American Lighting Associatio



Clark Linstone, Chair
Gov. Affairs Committee



Richard D. Upton, CCE
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