

PRESIDENT'S QUOTE:

To our valued customers and colleagues;

Are we all now ready to make serious changes in how we look at our consumption of energy? I think so and I'm sure you do too. There has never been a better opportunity for all of us to benefit from the new technology that is available when it comes to lighting and saving energy dollars. The combination of low wattage ceramic metal halide and new LED technology provides an astounding selling tool for all us.

Amerlux is dedicated to providing the best lighting instruments with the latest in energy saving technology for use in supermarkets, specialty retail, and commercial applications and in hospitality applications. We hope you find the July energy newsletter informative and a useful tool.

Chuck Campagna
President & CEO

NATIONAL ENERGY ISSUES TO WATCH:

1. **DOE to Guarantee \$10 Billion in Loans for Efficiency, Renewables** - DOE is offering \$10 billion in loan guarantees for projects involving energy efficiency, renewable energy, and advanced transmission and distribution. The agency is seeking projects relating to biomass, geothermal, solar, and wind energy, as well as projects involving hydropower, alternative fuel vehicles, and energy efficiency. In addition to general energy efficiency projects, the solicitation specifically requests projects relating to energy efficient building technologies and efficient electricity transmission, distribution, and storage. The guarantees can be issued for loans of up to 80% of a project's total cost. <http://www.lgprogram.energy.gov/index.html> 07/02 EERE
2. **Stronger Building Energy Codes and Incentives Could Lead to Dramatic Energy Savings in Buildings** - According to a new white paper released today by Environment America, the country's energy consumption could be cut by 11 percent by 2020 through simple building efficiency measures. "Building an Energy-Efficient America: Zero Energy and High Efficiency Buildings" describes the many opportunities for increasing energy efficiency in buildings and makes recommendations for what local, state and federal officials can do to secure huge energy savings in new and existing buildings. <http://www.environmentamerica.org/home/reports>
3. **BOMA International and CCI Announce Energy Performance Contract Model** - The Building Owners and Managers Association (BOMA) International and the Clinton Climate Initiative (CCI) announced a groundbreaking new BOMA Energy Performance Contract Model to allow building owners to perform major energy retrofits to the existing building marketplace by removing key barriers and providing a turnkey solution. BOMA and CCI collaborated to develop the more efficient business model for performing energy retrofits to existing buildings to improve both the financial and environmental performance of commercial real estate while dramatically improving energy efficiency. Specifically, the BOMA Energy Performance Contract Model provides a standardized energy performance contract, similar to the American Institute of Architects' (AIA) construction contract terms, whereby key legal and technical provisions have been vetted by top real estate companies, energy service companies, as well as BOMA legal council and experts and CCI. For more information, visit www.boma.org and www.clintonfoundation.org. 07/02 Sustainable Facility
4. **Energy Costs for Data Centers Forecast to Leap 13-Fold by 2012** - Data centers - huge buildings that house the gear that drives the Web - face a "slow-moving crisis" from the massive costs of electricity needed to run and cool them. Today's typical data center is 1,000 times as large and uses 1,000 times more kilowatt-hours than a typical data center in 1972, said Subodh Bapat, vice president of energy efficiency for Sun Microsystems. And it's only going to escalate. He cited research showing the cost of powering data centers worldwide could grow from \$18.5 billion in 2005 to \$250 billion by 2012. For the executive summary of the SVLG data-center energy report, go to www.accenture.com/SVLGreport 06/27 San Jose Mercury News
5. **Improving Building Performance Strong Focus of ASHRAE Meeting** - Tremendous opportunities for improving the performance of existing buildings were highlighted at the ASHRAE 2008 Annual Meeting held in Salt Lake City. The meeting theme of "Building Performance" was reinforced by focus of the newly elected president on operation and maintenance, introduction of a new "sustainable footprint" project and launch of the Society's certification program for high-performance building design professionals. 07/02 Sustainable Facility

NATIONAL ENERGY ISSUES TO WATCH (continued):

6. **Survey Bodes Well for The Upsell** - The vast majority of homeowners, 73 percent, are willing to spend more money on "green" products, despite a softening economy. Even more homeowners, 89 percent, are willing to pay more for products that offer "increased energy efficiency." Those are two of the findings of a survey of 734 homeowners. The survey was sponsored by door manufacturer Plastpro and was conducted by the Opinion Research Corp. June 5 to 8. The results of the survey reveal a willingness among consumers to accept higher initial ownership costs on home improvement projects that promise higher quality and lower lifetime ownership costs. 06/23 HCN
7. **Leading Manufacturers Support NAED's AdVenture Conference** - To help their distributors grow, leading manufacturers have joined together to allow distributors to use co-op/market development funds toward their registration fee to attend the AdVenture™ 2008. <http://www.naed.org/meetings/adventure/main.asp>
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8. **Survey Bodes Well for The Upsell** - The vast majority of homeowners, 73 percent, are willing to spend more money on "green" products, despite a softening economy. Even more homeowners, 89 percent, are willing to pay more for products that offer "increased energy efficiency." Those are two of the findings of a survey of 734 homeowners. The survey was sponsored by door manufacturer Plastpro and was conducted by the Opinion Research Corp. June 5 to 8. The results of the survey reveal a willingness among consumers to accept higher initial ownership costs on home improvement projects that promise higher quality and lower lifetime ownership costs. 06/23 HCN
9. **Home Depot Launches National CFL Recycling Initiative** - Home Depot has launched a national consumer compact fluorescent light (CFL) bulb recycling program. This free service, available at all 1,973 Home Depot locations, is by far the largest of its kind by a retailer in the United States. Home Depot Canada launched a CFL recycling program in November 2007, and IKEA offers a similar program in its stores. Under the initiative, customers can bring expired, unbroken CFL bulbs to any Home Depot location and give them to the store associate behind the returns desk. The bulbs will then be managed by an environmental management company that will coordinate CFL packaging, transportation and recycling to maximize safety and ensure environmental compliance. In addition to the CFL recycling program, Home Depot has also launched an in-store energy conservation program to switch light fixture showrooms in U.S. stores from incandescents to CFLs by fall '08. 06/24 HCN
10. **Hardware Stores Roam in Greener Pastures** - There's no doubt that "green" is red hot. In the last year, Ace, True Value and Do it Best have all introduced their own green programs - called Helpful Earth Choices, Greener Options and enviroLINK, respectively - and Orgill, the Memphis, Tenn.-based distributor, recently kicked off a green program that concentrates on energy efficiency, water conservation, waste reduction, recycling and sustainable forestry. Many co-op members and independent hardware stores are picking up on this trend, carrying more sustainable products and, in some cases, creating separate green departments. 06/20 HCN
11. **Free Energy Design Guides Create Potentially Large Savings** - A series of free publications on energy efficiency has potentially saved nine million tons of carbon dioxide and \$600 million in energy costs. The Advanced Energy Design Guide series has 100,000 copies now in circulation, with 88,000 downloaded since January. It includes publications on small retail and small office buildings, K-12 school buildings, and warehouses and self-storage units. The books provide guidance on how to achieve 30 percent energy savings over building code minimum based on ANSI/ASHRAE/IESNA Standard 90.1-1999. <http://www.ashrae.org/technology/page/938>

NATIONAL ENERGY ISSUES TO WATCH (continued):

12. **Energy Act of 2007: Impact on Reflector Light Bulbs and Lighting Controls** - The Energy Independence and Security Act of 2007 (EISA 2007) includes highly publicized efficiency provisions taking aim at today's 40-100W general-service screw-in incandescent light bulbs. These provisions begin to take effect in 2012. (See the Monthly Feature). However, there is another major provision regulating incandescent light bulbs—this one targeting incandescent reflector light bulbs (lamps) and taking effect in June 2008. In short, the Act will eliminate many incandescent reflector lamp types, but multiple replacement options exist for the millions of reflector lamp sockets in the United States, including halogen, incandescent and compact fluorescent light sources. Starting June 16, 2008, covered reflector lamps must exhibit an efficacy at least as high as the below table, or no longer be manufactured or imported in the United States. <http://www.homelightingcontrol.org/>

Wattage Range	Minimum lumens/watt
40-50W	10.5
51-66W	11.0
67-85W	12.5
86-115W	14.0
116-155W	14.5
156-205W	15.0

13. **NEMA Publishes Guideline for Limiting Mercury Content in Self-ballasted Compact Fluorescent Lamps** - A process for compact fluorescent lamp (CFL) manufacturers to voluntarily limit the amount of mercury per lamp has been published by the National Electrical Manufacturers Association (NEMA). The document covers limited integral, self-ballasted CFLs of all base types, such as E26 and GU24, manufactured or imported after April 15, 2007. According to NEMA, the document responds to utilities, environmental groups, energy efficiency consortia, EPA, and others, who have expressed a desire to limit the amount of mercury used in self-ballasted compact fluorescent lamps. The voluntary commitment is open to all CFL manufacturers and suppliers, not just to NEMA members. <http://www.nema.org/stds/LL8.cfm>

14. **Report: Economic Gains From Energy Efficiency Programs Underestimated** - Energy efficiency can contribute to the growth of state economies, and, by extension, to the United States as a whole, according to a sweeping new report of 48 state and regional energy efficiency studies performed over the last 16 years by the American Council for an Energy-Efficient Economy (ACEEE). The review concludes that energy efficiency will result in a small but net positive benefit for the American economy as a result of policies that emphasize investment-led energy efficiency improvements. These studies can inform the direction the United States must take to ensure viable energy security and climate change solutions: <http://www.aceee.org/pubs/e084.htm>

15. **8 Energy Benchmarking Hurdles (and How to Get Over Them)** - How does your company measure up in terms of industry energy-use averages? If you don't know the answer to this question, you're one step behind - but you're certainly not alone. According to Lawrence Berkeley National Laboratory (LBNL) in Berkeley, CA, most building owners and operators lack basic information about how their properties perform compared to peers or best practices. Benchmarking to obtain this information is crucial as you make decisions about controlling energy use and costs. 07/'08 Buildings

16. **USGBC Relaunches Green Building Web Portal** - The U.S. Green Building Council (USGBC) has relaunched its popular Greenbuild365 website <http://www.greenbuild365.org>. Visitors will find increased educational offerings, podcasts, and expanded resources, along with year-round access to plenaries and master-speaker presentations from USGBC's Greenbuild Conference & Expo, the industry's largest gathering of representatives from sectors of the green-building movement. 07/'08 Buildings

17. **'Invisible' U.S. Energy Boom** - Energy efficiency may be the farthest-reaching, least-polluting, and fastest-growing energy success story of the last 50 years, but it's also the most invisible and the least understood, and in serious danger of missing out on needed future investments. A new report from the Washington, D.C.-based American Council for an Energy-Efficient Economy (ACEEE) shows that U.S. energy consumption (as measured per dollar of economic output) will be greatly reduced by the end of 2008 to half of what it was in 1970, from 18,000 BTUs to about 8,900 BTUs. The full report can be downloaded free of charge at <http://aceee.org/pubs/e083.htm>. 07/'08 Buildings

NATIONAL ENERGY ISSUES TO WATCH (continued):

18. **China Leads in LEDs According to a Release from Research & Markets** - 07/02 TED
 - Exports of LEDs from China were estimated at about \$1 billion in 2007.
 - That was roughly "one-third of China's total shipments of spotlights, electrical lamps and lighting fittings, and Christmas lights.
 - LED shipment values are rising an average 18% annually.
 - In the next three years, the total exported in one year is expected to reach \$2 billion.
 - China makes roughly 70% of the LED light fixtures consumed on the planet Earth.

STATE ENERGY ISSUES TO WATCH:

1. **The Clock is Ticking: States Rush to Meet Renewable Portfolio Standard Deadlines** - In April of 2008, Ohio became the 26th state to adopt either a Renewable Portfolio Standard (RPS) or similar renewable energy goal. The passage of the Ohio RPS may turn out to be a watershed moment in American energy policy as there are now more states with renewable energy targets than without - a milestone that is not lost on those championing a national RPS. 07/02 EnergyPulse
2. **University of Maine Launches Energy Web Site** - The University of Maine has launched an energy information Web site where people can learn how to save money through conservation and alternative energy in this time of high fuel prices. The site, launched by the university's Cooperative Extension, is aimed at homeowners, business owners, motorists and farmers. On the Net: <http://www.extension.umaine.edu/energy> 06/16 AP
3. **Mass. Governor Signs Renewable Energy Bill** - Gov. Deval Patrick has signed a bill aimed at putting the state on a greener path. The new law is intended to help Massachusetts begin to wean itself off fossil fuels and other polluting forms of energy while cutting down on emissions that lead to global warming. A key section of the bill would require utilities and other electricity suppliers in the state to procure an increasing percentage of their energy from renewable sources - from 4 percent in 2009 to 25 percent in 2030. The law also requires utility companies to offer rebates and incentives for customers to upgrade lighting and air conditioning to more efficient models. 07/02 AP
4. **Groups Seek Boost in Efficiency Spending** - Two Vermont environmental groups are calling on the Public Service Board to approve big increases in spending on the state's energy efficiency program. The Conservation Law Foundation and the Vermont Public Interest Research Group wrote to the board on June 6 that adding more than \$20 million a year to the current \$30.75 million annual budget of Efficiency Vermont would be the most cost-effective way to meet Vermont's growing demand for electricity. By 2011, that amount should increase to \$85 million, they said. 06/14 AP
5. **DPUC Restores \$11M to CL&P's Energy Conservation Program for Consumers** - Popular energy conservation programs offered by Connecticut Light & Power Co. will have enough money to continue for the remainder of the year, after state utility regulators agreed to restore \$11 million of the \$20 million cut from the programs in a tentative ruling in May. 07/01 New Haven Register
6. **New York Aims for 7.5% Cut in Electricity Use by 2015** - The New York State Public Service Commission (PSC) approved an energy efficiency initiative in mid-June that aims to reduce electricity sales in the state by 7.5% by 2015, relative to projected sales for this year. Without the initiative, the state's electricity sales are expected to increase by 9%, so the initiative actually represents a 15% decrease from projected sales. Called the Energy Efficiency Portfolio Standard, the new program will be funded by an average 90% increase in the systems benefit charge paid by electric utility customers, starting in October 2008. That increase will yield \$172 million annually to be applied to energy efficiency programs, which are expected to save customers more than \$4 billion by 2015. It will initially fund a number of fast-track programs, including efforts to increase marketing and promotions for compact fluorescent light bulbs, promote the use of energy efficient central air conditioners, expand weatherization services for the homes of low-income families, increase the use of the whole building design approach for energy efficient commercial buildings, provide energy efficiency retrofits for small businesses, enhance a program to encourage industrial energy efficiency, and expand a technical assistance program for energy efficiency. 07/09 EERE

STATE ENERGY ISSUES TO WATCH (continued):

7. **Con Ed** - Consolidated Edison of New York plans to invest more than \$1.7 billion to upgrade and reinforce its electric delivery system, while continuing to urge the creation of energy efficiency programs, for more than 9 million people in New York City and Westchester County. 07/02 TED
8. **Tampa Gives Preliminary Approval to Building Green** - On Thursday, the city council unanimously gave its preliminary approval to an ordinance that offers incentives to developers that build environmentally friendly buildings. The board agreed to: require new city buildings to be constructed according to green standards offer developers of commercial and multifamily projects a 20 percent to 80 percent rebate on building permit fees, depending on the level of certification they receive from the U.S. Green Building Council require all new construction of municipal buildings to meet at least LEED Silver standards.
9. **Florida Energy Bill to Boost Efficiency and Renewable Energy** - Florida Governor Charlie Crist approved last week a wide-ranging energy bill that intends to advance energy efficiency and renewable energy within the state while cutting the state's emissions of greenhouse gases. House Bill 7135 requires the Florida Public Service Commission to establish a renewable portfolio standard (RPS) that will specify a minimum percentage of retail electricity sales that must be supplied by renewable energy, but the bill does not set the minimum standard or a timeline. 07/02 EERE
10. **ComEd Customers Now Can Enroll in New Energy Efficiency Programs** - ComEd customers now can take advantage of a number of new and enhanced energy efficiency programs that are expected to yield more than \$155 million in savings during the programs' lifetime. Launched today as "Smart Ideas," the new portfolio of energy efficiency measures includes CFL discounts, appliance recycling rebates and more. The portfolio could place ComEd among the top three utilities in the nation within a few years, in terms of annual electricity savings achieved through energy efficiency. Commonwealth Edison Company (ComEd) is a unit of Chicago-based Exelon Corporation, one of the nation's largest electric utilities with approximately 5.4 million customers. ComEd provides service to approximately 3.8 million customers across Northern Illinois, or 70 percent of the state's population. 06/24 PRNewswire
11. **LED Luminaires by Amerlux** - Lightfair loved us as we introduced a complete line of LED luminaires for task and accent lighting. Designed with a clean, architectural look, Cylindrix II LED luminaires are precision engineered for optimal thermal and optical performance. A state-of-the-art LED 20W cluster provides light output equivalent to 50W to 75W halogen lamps while using one-third the power. Life at 70 percent of initial lumen output is rated at 50,000 hours, which is more than 10 to 15 times longer than halogen. All of this provides for lower operating and maintenance costs for the end-user.
http://www.amerlux.com/product/146_c2tv_led_cylindrix_ii_led.cfm



MONTHLY FEATURE:

Is the Bulb Being Banned by Craig Dilouie...

He can be reached at www.zinginc.com.

What do recent initiatives mean?

The Energy Independence and Security Act of 2007 created higher efficiency standards targeting today's 40–100W incandescent and halogen general-service lamps. Starting Jan. 1, 2012, 100W lamps will have to become 30 percent more efficient or be prohibited from manufacture and import; Jan. 1, 2013, targets 75W lamps; and Jan. 1, 2014, targets 40W and 60W lamps.

The result: The virtual elimination of targeted general-service incandescent and halogen lamps in these sizes, putting billions of sockets up for grabs. So the bulb is being effectively banned, and we all soon will be exclusively using compact fluorescent lamps (CFLs), right? Everybody knows this. It has been all over the news. Except that it's not true. Consumers will continue to have choice. What are the options?

The act certainly appears to favor CFLs, which produce comparable light output in a choice of color tones and for a fraction of the energy. CFLs already are enjoying a fast adoption rate. Last year, nearly 300 million were sold, taking 20 percent of the bulb market, up from five percent in 2005. If you're looking to maximize energy savings, choose CFLs. Not everybody is a fan of these lamps, however. They don't fit every fixture and aren't suitable for many recessed fixtures. They require special models if you want them to dim, and dimming control manufacturers complain about dimming lamp performance. They don't start instantly, and they contain mercury—a negligible amount according to the EPA, but enough to warrant recycling and special precautions in the event of breakage.

Incandescent diehards will be looking for the act's exemptions, but if these loopholes get too popular, the affected lamp types likely will become targeted by regulation. Another alternative that actually saves energy is using general-service lamps that already comply, such as Philips' Halogená Energy Saver lamps, available to the U.S. consumer market through Home Depot. These screw-in halogen lamps are produced in 40W, 50W and 70W models to replace 60W, 75W and 100W incandescent lamps, respectively, for about 30 percent energy savings and nearly 10 percent less light output. They also dim easily. And speaking of dimming, control the lamps with a dimmer, and you'll save 20 percent in energy. According to research conducted for the California Energy Commission, dimming effectively reduces input watts by an average 20 percent. "Philips' new energy-saving line of Halogená lamps complies with the energy-efficiency standard established for incandescent lamps in the Energy Independence and Security Act of 2007," said Randy Moorhead, vice president, government affairs for Philips Electronics North America. In fact, he said, they and CFLs are the only lamps that do. Indeed, it seems that Edison still has some fight left in him, and not just with halogens. General Electric Co., which has a significant stake in the incandescent business, is working on a high-efficiency incandescent (HEI) lamp, aiming for an approximate doubling of average incandescent efficacy to 30 lumens/watt by late 2009 or early 2010, as Michael Petras, vice president of GE Consumer & Industrial, told Associated Press in December 2007. He added the HEI would reach 60 lumens per watt in the second generation.

Jim Meyer, general manager of technology for GE Consumer & Industrial, more recently said the company "plans to introduce a variety of products that will meet and exceed the new standards. We will give consumers the variety of products they desire for various application needs, including LEDs, halogen and more-efficient, new-technology incandescent lamps." GE isn't alone in its plans to raise the efficiency of the incandescent light bulb. Advanced Lighting Technologies' (ADLT) recent acquisition of the lighting technology division of Schott AG, Auer Lighting, has enabled introduction of a new Nano Film Capsule technology for its own energy-efficient incandescent "hybrid" bulb that can at least double the efficacy of today's incandescents, according to the company.

What about light-emitting diodes? A-lamp replacement LED lamps promised high energy savings but bombed in Department of Energy CALiPER product testing in 2007. Just because a product is LED doesn't necessarily mean it's energy-efficient. But we won't be counting LEDs out. The act created a \$10 million prize for an LED general-service lamp that can replace today's 60W incandescent bulbs while meeting certain performance criteria. The technology is moving fast. The act says efficiency must increase to at least 45 lumens per watt by 2020 at the latest, again putting billions of sockets up for grabs. But with continued advances in lighting technology—including potential future developments in OLED technology, raising possibilities of "lighting wallpaper"—contractors and their customers may continue to enjoy choice in home lighting far into the future.

