

SESSION 7D

OVERCOMING THE BARRIERS TO INTRODUCING NEW PRODUCTS

Moderator – Elizabeth Hicks, KEMA, Inc

PAPERS:

Raising the Temperature on Lighting: Acceptance and Energy Savings Potential Utilizing Spectrally Enhanced Lighting

Brian Liebel, AfterImage+Space

Put Another Nickel In - Market Opportunities for Energy Star Vending Machines Overcoming the Barriers of Leased Equipment

Shawn Shaw, The Cadmus Group, Inc.

Jim Mapp, Wisconsin Division of Energy

Kate Lewis, US EPA Energy Star

Barbara Smith, Wisconsin Division of Energy

John Schott, The Cadmus Group

Product Selection - A Forgotten Vital Component of Program Design

Nikhil Gandhi, Strategic Energy Technologies, Inc.

Floyd Keneipp, Summit Blue Consulting

Dulane Moran, Research Into Action, Inc.

Jane Peters, Research Into Action, Inc.

Shahana Samiullah, Southern California Edison

Anne West, Quantec, LLC

SESSION SUMMARY:

This session explores the challenges of bringing new energy efficiency products into markets. Energy efficient products must overcome many barriers to be successfully introduced into the market. Evaluation and market research can help to overcome these barriers. The Liebel paper deals with the challenges experienced in customer acceptance of new lighting technologies. It also presents the savings potential from these new technologies. The Shaw paper presents the challenges of customer adoption in the leased equipment market and what that means for program design. The technology addressed in this paper is vending machines. The Gandhi paper identifies some pitfalls of ignoring non-energy saving characteristics of products selected in an innovative utility program. These other benefits can be used in marketing the program.