

Consumer Confidence and CFL Quality: International Experience

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Consumer Confidence/CFL Quality: What are we trying to answer?

- Who/What is a consumer?
- What is consumer confidence?
- What is CFL quality (to the consumer)?



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Who/What is a consumer?

- Households
- Commercial
- Industrial

} Supply Chain

- Programmes/regulators



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Who/What is a consumer?



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Who/What is a consumer?

But we do need to remember consumers are not just in Europe...



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And the other two questions

- What is consumer confidence?
- What is CFL quality (to the consumer)



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Consumer Confidence

A potential definition

Having a set of expectations for a product that are high enough to stimulate purchase

Following purchase, the product meets or exceeds the majority of those pre-purchase expectations



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Consumer Pre-purchase expectations

Pre-requisite:

- Perform the same function as an incandescent
- Is not “dangerous” (consumer scare stories)

Will be “better” than an incandescent

- Will save Energy/Money/Pollution
- Will last a “long time”



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Will be “better” than an incandescent

- Will save
 - Energy/Pollution/Money (Europe/US)
 - Money (Asia)
- Will last a “long time”

How long is a “long time”

- Domestic - >1 year
- Programmes – As claimed by supplier
- Industrial/commercial – less clear



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Pre-requisites

- Perform the same function as an incandescent
 - Immediately upon purchase (first time users)
 - Throughout operation/replacement
- Is not “dangerous”



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First Use

- The Physical
 - Cap size/shape
 - Lamp size/shape
- The Function
 - Start/Run-up
 - “Amount” of light (is it as much)
 - Flicker
 - Noise
- The Aesthetics
 - Does it look OK?
 - Perceived colour temperature
 - Perceived rendering
 - Colour matching with existing lamps



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During Use/Replacement

The Physical

- Cap size/shape
- Lamp size/shape

The Function

- Start/Run-up
- Flicker
- Noise
- “Amount” of light (is it as much)
- *Early Failure*

- The Aesthetics

- Does it look OK?
 - Perceived colour temperature
 - Perceived rendering
 - Colour matching with existing lamps



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Requirements for “Consumer Confidence”

- Stimulate first use
 - Why is it better than an incandescent (energy/green/money)
- Minimise first use disappointment
 - Technically mostly complete BUT:
 - Wide range shapes/colours available to consumers *where they buy*
 - Ensure lamps with “flicker” and noise are removed from the market
 - Clear information to ensure correct product selection
 - *Perceived* lamp output equivalence
 - *Perceived* colour temperature and rendering
 - **CONSISTENCY BETWEEN MANUFACTURERS**



Requirements for “Consumer Confidence”

- During use/replacement
 - MINIMISE early failure >1 year (negates benefit)
 - Maintain light output and “colour” to enable matching of adjacent lamps on replacement
 - ENFORCE

FOCUS ON THE CONSUMER.
SATISFY THE CONSUMER AND THE
ENERGY SAVINGS WILL COME.



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International CFL Harmonisation Initiative

- Develop a globally acceptable Testing Methodology (for submission to the IEC)
- Verify that Methodology
- Develop a range of Performance Standards (for submission to the IEC)
- Enable data sharing and mutual compliance work to reduce cost and enhance effectiveness of compliance



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Thank you

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