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VIA Electronic Submission

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**Federal Trade Commission
Office of the Secretary
600 Pennsylvania Avenue, NW
Suite CC-5610 (Annex E)
Washington, DC 20580**

RE: Comments of the American Lighting Association on the Energy Labeling Amendments (16 CFR part 305) (Project No. R611004)

The American Lighting Association (ALA) is a trade association representing over three thousand members in the lighting, ceiling fan and controls industries. Our member companies are manufacturers, manufacturers' representatives, retail lighting showrooms and lighting designers that have the expertise to educate and serve their customers. The ALA's members includes 22 manufacturers of ceiling fans or ceiling fan light kits (CFLK) and nearly 975 retail lighting showrooms that sell ceiling fans or CFLKs.

The ALA appreciates the opportunity to submit these comments for the Federal Trade Commission's (Commission) Notice of Proposed Rulemaking (NPRM) on Energy Labeling Amendments (16 CFR part 305) (Project No. R611004). These comments are submitted on behalf of the ALA members, which would be directly impacted by this rulemaking.¹ The ALA and its members are therefore uniquely situated to comment on the Commission's NPRM.

¹ Specifically, ALA submits these comments on behalf of the following entities: Canarm Ltd.; Casablanca Fan Company/Hunter Fan Co.; Emerson Ceiling Fans; Fanimation; Feiss - Monte Carlo; Kendal Lighting Inc.; Kichler Lighting; Lamps Plus; Litex Industries Limited/Ellington Fans/Craftmade; Luminance; Matthews Fan Company & WPT Design; Maxim Lighting International; Minka Group; Pacific Coast Lighting, Inc.; Progress Lighting, a Division of Hubbell; Quorum International; Regency Ceiling Fans; Savoy House Lighting; The Modern Fan Co.; Vaxcel International; and Westinghouse Lighting.

I. The Timing of New Labeling Requirements Must Be Aligned With Pending Department of Energy (DOE) Ceiling Fan Test Procedures

The ALA appreciates the Commission's willingness to delay issuance of final labeling requirements until the DOE completes its work on the ceiling fan test procedures rule. This delay is critically important to manufacturers so that they can adequately review the new requirements, develop and test products and prepare new packaging with the appropriate energy labels. The Commission's willingness to stay informed of the DOE's proceedings, specifically the regulatory timeline, has alleviated many concerns (duplication of time, energy and expense) of the ALA membership with regards to compliance.

The industry, like the Commission, awaits the final requirements for the DOE's test procedure on ceiling fan use and operation.

II. The New Labeling Requirements Should Not Be Overly Burdensome To The Ceiling Fan Industry, This Includes Reporting Requirements

Overall the NPRM makes clear that any new labeling requirement should not be overly burdensome and the ceiling fan industry recognizes the Commission's effort to make that a reality.

However, the Commission's desire to create a comprehensive online label database sets off some alarms. Our previous comments, submitted in response to the June 18, 2014 Supplemental Notice of Proposed Rulemaking (SNPRM) (79 FR 34642), the ALA highlighted the increased cost of man hours spent (time) to comply with the additional reporting requirements. As noted, the ceiling fan industry manufactures over 8,000 models, all of which can be and are fitted with hundreds of blade combinations. Making sure each model variation is properly labeled and thus certified correctly produces numerous reporting complications and challenges.

Additionally, like many other industries, the ceiling fan community strongly believes that retailers and consumers do not use the DOE Compliance and Certification Management System database and therefore requiring additional information could complicate existing reporting. ALA members are diligent in keeping their own websites up to date with the latest technical and environmental information about their products. Ceiling fan customers are comfortable with and accustomed to using those websites to comparison shop.

The Commission should recognize the work manufacturers are already doing to educate retailers and consumers with regards to providing energy usage data online.

III. Proposed Design of the Label Likely to Increase Cost to Consumer

The NPRM prescribes that the label shall be on a process yellow background. Some manufacturers do not use color on their packaging and requiring the use of a yellow

background could significantly increase costs for consumers as the price for printing in color will most likely be passed down. The ALA recommends that a white background be permissible when a product package does not contain color.

IV. The Commission Should Limit the Size of Labels to be Consistent with Existing Labels

The ALA would like to remind the Commission that the size of the proposed label is also a challenge. As stated in previous comments, the sizes of ceiling fan boxes are significantly smaller than larger appliances such as refrigerators, stoves, etc. and thus the space available for labeling is limited. The industry recommends that the size of any new label stay consistent with that of the current footprint.

V. Compliance and Enforcement

The ALA agrees that a two year compliance period is a reasonable proposal, but we encourage the Commission to consider delaying any enforcement action for an additional 18 months. The delay in possible civil penalties will allow for potential unforeseen circumstances to be worked out.

VI. Conclusion

Thank you for considering these comments. The ALA will make itself available to answer any follow-up questions the Commission may have about these comments. We look forward to the Commission's response.

Respectfully Submitted,

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President/CEO
American Lighting Association

cc: Hampton Newsome, Attorney, Division of Enforcement, Bureau of Consumer Protection,
Federal Trade Commission