



Stakeholder MEETING

2017

Beyond the Technical
Requirements:

DLC Program Compliance

Presenters



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DLC



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What We Will Cover

Part I: The DLC Brand

Overview

Logo Guidelines Compliance

Common Pitfalls

Part II: Surveillance Testing

What You Need to Know

Process and Timeline

What We've Learned

Part III: Q&A

The DLC Brand

- The DLC has evolved to be the **premier qualification** program for quality and energy efficient lighting and networked lighting controls technologies
- The DLC brand is **highly recognizable** and wide-spread in the lighting market
- The DLC logos and trademarks allows manufacturers, utilities and end-users to **distinguish products** that meet strict technical performance requirements
- The DLC brand is a **symbol of quality and energy efficiency**
 - it serves as instant credibility for your product



DLC Program Logo



For Use by:

- DLC members
- Laboratories*
- Other; assessed on case by case basis

How:

- To indicate DLC membership
- To indicate available product testing services*

DLC Product Logo



For Use by:

- Luminaire Manufacturers
- Distributors

How:

- To indicate products are listed on the DLC QPL
 - **SSL and NLCs**

DLC Premium Logo



For Use by:

- Luminaire Manufacturers
- Distributors

How:

- To indicate products that are listed on the DLC QPL meet DLC Premium classification requirements.

*Laboratories must meet accreditation requirements to display the logo

All DLC trademarks and logos are registered with the US Patent and Trademark Office and other international trademark offices.

Use of the DLC brand in the market

Unauthorized use of the marks causes confusion!

Misuse results in a tarnishing of the marks and their significance. In turn, this can affect the integrity of the program and it's value to stakeholders and their customers.

Misuse of the marks constitutes trademark infringement.

The DLC marks are legally protected trademarks with the US PTO. Logo infringement and trademark dilution may constitute fraud, false advertising, fraud and/or other violations of law.

Proper use of the marks strengthens the value of the DLC brand.

Using the DLC logos properly perpetuates positive associations with the DLC brand such as trust in the program, recognition of value in the market place. Protecting the DLC brand in this way only has positive effects on you and your products that are DLC listed.

Logo Compliance Guidelines



Listed on the QPL



Providing sufficient information



Multiple listing



Not yet qualified?



Are you not the manufacturer?



DLC Premium



Logos directly on products/product packaging



General Use of the Logo

Key Guidelines - Terminology

X

DLC "Certified"

DLC "Partner"

"Proven by DLC"

DLC "Tested"

✓

"...listed on the [DLC]
QPL"

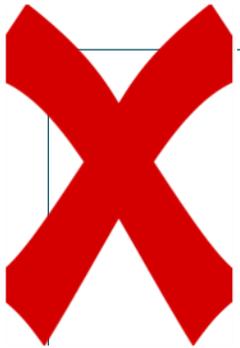
"DLC Qualified
Product"

Key Guidelines

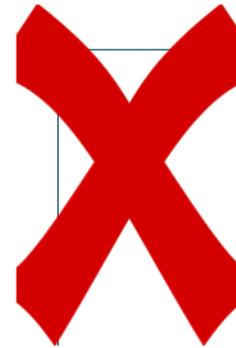


**Products must
be listed on the
QPL**

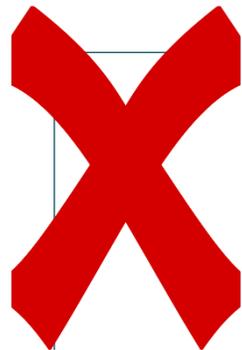
Common Pitfalls



Use of the DLC QPL Product Logo and/or Reference to DLC qualification in connection with **model nos. that are not listed on the QPL.**



Reference to DLC qualification in connection with **products not eligible for qualification** (i.e., 8' Tubes, Components instead of Complete Luminaires).



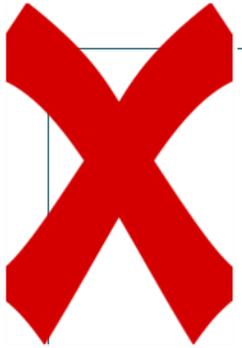
Reference to DLC qualification in connection with products **not yet qualified or use of "DLC Pending"**

Key Guidelines

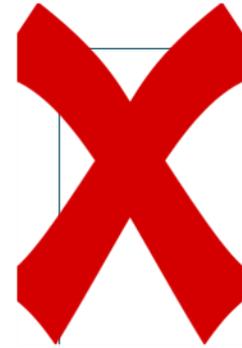


**Provide
Sufficient
Information**

Common Pitfalls



Use of the DLC QPL Product Logo and/or Reference to DLC qualification **without reference to the exact Model Numbers** as they appear on the QPL.



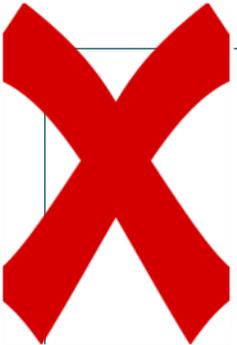
Model nos. listed on the QPL, however, **not in the format that they appear in the QPL**, therefore they do not show up in a search of the QPL

Key Guidelines

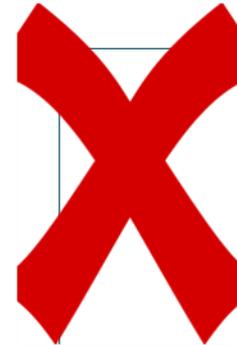


**Private
Labelling/Multiple
Listing – List all
brand names**

Common Pitfalls



Use of the DLC QPL Product Logo and/or Reference to DLC qualification sold by Company A but Manufactured by Company B



If you are not the manufacturer, use of logo without including the name of the manufacturer near the mark.

Key Guidelines



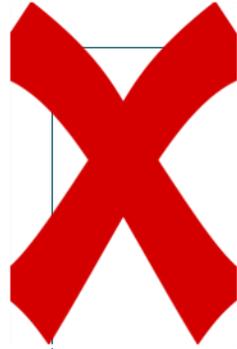
**DLC Premium –
Products must be
qualified as such**

Key Guidelines



**Logos do not
belong on product
Packaging**

Common Pitfalls



Directly on the product or product packaging



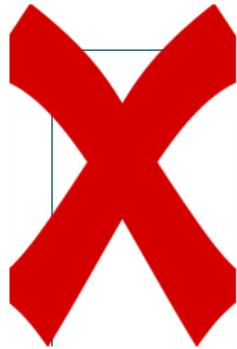
Key Guidelines



General Use

- Website Home Pages and General Information Pages such as About Us Pages, Covers of Brochures and Catalogs, Tradeshow Booth Displays-not in reference to specific products
- Manufacturers or Distributor **must** have products listed on the DLC QPL under the appropriate classification, or use of the DLC Product and Premium Logos must be ceased immediately.

Common Pitfalls



Use of DLC trademarks in model numbers

Guideline Compliance

Getting back in compliance

- Guidelines compliance statement
- Review all your materials
- Educate your marketing team



Take responsibility.

It is the responsibility of each individual company to be in compliance with the DLC trademark and logo guidelines. **Train your marketing team.**

If You See Something, Say Something.

New AMS System

- Access logos through online account
- Sign compliance statement as part of application process – phase 2

Learn more during the breakout session **DLC Website Updates and Searching the SSL QPL**

Surveillance Testing



Surveillance Testing Overview

- Background
- Policy
- What We've Learned

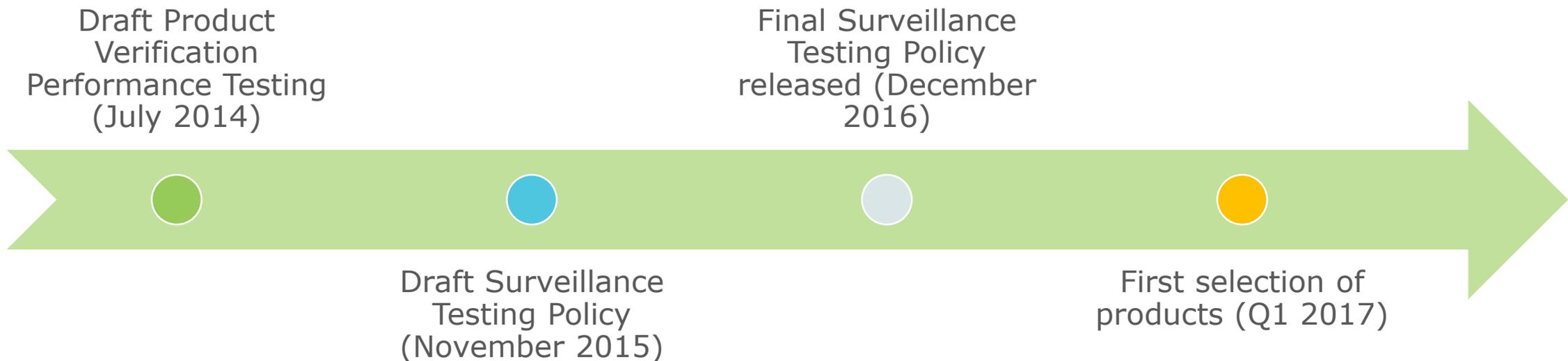
Background

Background – Why?

- **Brand integrity:** Help preserve the value of the SSL QPL for all stakeholders by ensuring that product data is accurate
 - Manufacturers: Competitors attempting to game the system are removed, raising the value of all other DLC qualified products.
 - DLC Members: Assurance that product data can be trusted and incentives/rebates are only making it to products that meet the technical requirements.
 - Others: When utilizing the QPL, search and source accurate product data.

Background – How?

- Policy is the culmination of over two years of policy development
 - Over 100 comments and many interviews

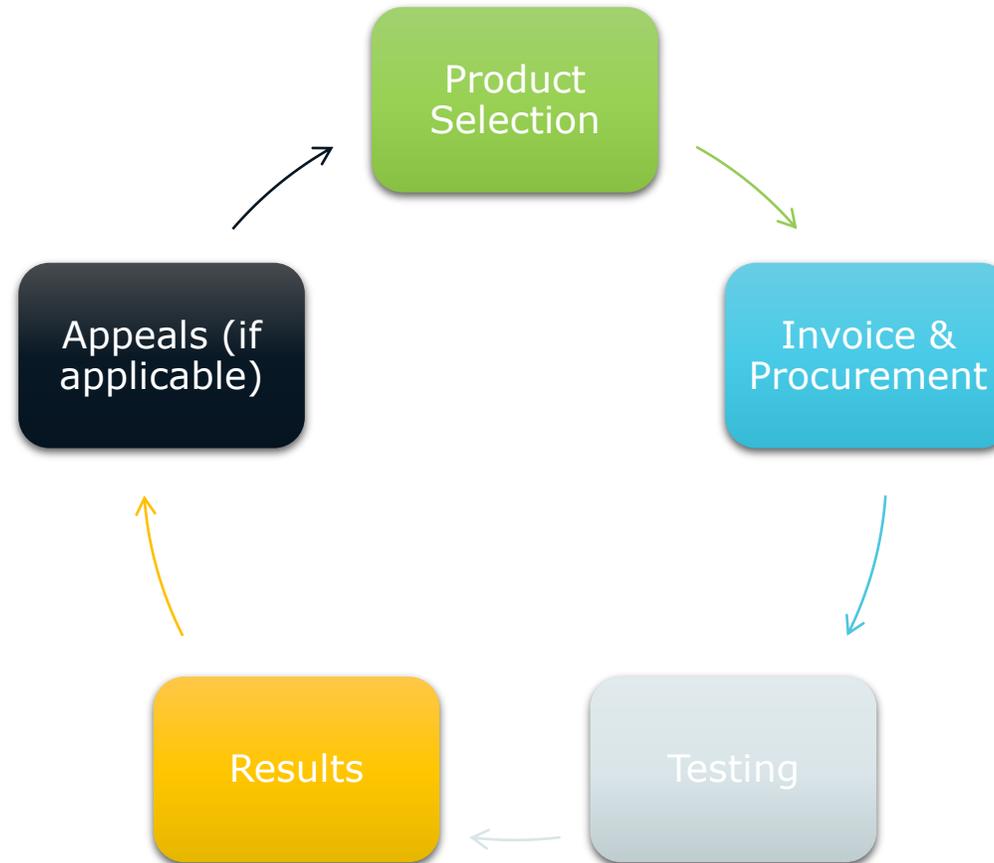


Surveillance Testing Process

Policy - Overview

- Based on a system of targeted random sampling.
- Product testing done at independent labs who went through competitive RFP process.
- Two tolerance tables.
- Consequences for declining to participate or falling outside of established tolerances.

Policy – Surveillance Process



Policy – Targeted Random Sampling

Performance close to meeting the tolerance of Technical Requirements qualified to.
(E.g. Standard or Premium)

Performance greatly exceeds the Technical Requirements.

Products listed, but had past application issues.

Complaints from industry, including members.

Previously selected product, declined to participate in the Surveillance Testing investigation.

Products of manufacturers that have had a history of failing results from previous Surveillance Testing rounds.

Policy - Selection

- The DLC retains sole discretion over how frequently, and how many products are selected through the surveillance testing process.
 - Selection may focus on one or multiple criteria
 - Metrics reported in testing will remain constant
- As always, manufacturers may voluntarily de-list products prior to being chosen for surveillance testing without consequence.
 - applications@designlights.org
- Products are not subject to “double jeopardy”.

Policy – Invoicing, Procurement, and Testing

Procurement

- After accepting selection, manufacturer will be sent procurement instructions.
- Amount of samples needed is equivalent to the number needed in original qualification.
- Invoice will be sent to the manufacturer by DLC covering testing/administration.
- Shipping to/from laboratory will be done by manufacturer

Testing

- Predetermined independent NVLAP laboratory will conduct testing.

Policy – Test Results

Table 1: Product Does NOT Meet Requirements

Metric	Tolerance
Light output	- 10%
Efficacy	- 3%
Allowable CCT	Defined by ANSI C78.377-2015*
CRI	- 2 points
Power Factor	- 3%
THD	+ 5%
Zonal Lumens	Refer to Table 4 of the Technical Requirements Table
NEMA Classification	No tolerance
*ANSI C78.377-2015 also referred to for Duv and (x,y) chromaticity coordinates tolerances for indoor categories.	

Table 2: Product MEETS Requirements

Metric	Limit Type*	Tolerance
Light output	LCV	- 9.6%
System Wattage	UCV	+ 12.7%
Allowable CCT	UCV & LCV	+/- 8.1%
CRI	LCV	- 5.9%
Power Factor	LCV	- 5%
THD	UCV	+ 10%
Zonal Lumens	UCV & LCV	+/- 9.6%
NEMA Classification	UCV & LCV	+/- 1 Type
*ANSI C78.377-2015 also referred to for Duv and (x,y) chromaticity coordinates tolerances for indoor categories.		
**LCV and UCV values are limited based on DLC requirements; i.e. an UCV CCT value cannot exceed maximum CCT requirements.		

Policy - Appeals

- Manufacturers have 5 business days to dispute the results.
 - All fees will be paid by manufacturer.
 - Only results may be disputed, not consequences.
- Appeals require sufficient detail to address what is seen as invalid test results **as well as** a potential remedy.
- Appeal results are final.

Policy - Consequences

- Declining participation
 1. Increased likelihood of selection moving forward.
 2. #1, plus a possible suspension of up to 12 months and delisting of all products.
- Failing Table 1 (meeting the Technical Requirements)
 1. Failing product, and all associated products, removed from QPL
 2. #1, plus a possible suspension of up to 12 months.
 3. #1, #2, plus possible delisting of all products



Policy - Consequences

- Failing Table 2 (meets the Technical Requirements but fails tolerance)
 1. Manufacturer is required to update the product listing at the full fee (or opt to have the product de-listed)
 2. #1, plus a possible suspension of up to 12 months.
 3. #1, #2, plus possible delisting of all products
- Meets both table 1 and table 2
 - No Action
- Outperforms current listing by table 2 tolerances
 - Option to update that specific listing at no additional fee



What we've learned

- Products often tested at a lower CCT for qualification than is actually sold
- OEM and Private Label relationships can vary widely
- QPL often does not reflect market availability
 - May need policy revision going forward

Questions?



Stakeholder MEETING

2017

Thank you!

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