Beyond the Technical Requirements: DLC Program Compliance
Presenters

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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
Integrity of the program

Participation and Investment in DLC

Quality Products Available

Incentive $$

Market Transformation

Sales

Integrity of the program

Sales

Participation and Investment in DLC

Market Advantage

Incentive $$
For Use by:
- DLC members
- Laboratories*
- Other; assessed on case by case basis

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

*Laboratories must meet accreditation requirements to display the logo

For Use by:
- Luminaire Manufacturers
- Distributors

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

For Use by:
- Luminaire Manufacturers
- Distributors

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

✗

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

- Product Selection
- Invoice & Procurement
- Results
- Testing
- Appeals (if applicable)
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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Tolerance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light output</td>
<td>- 10%</td>
</tr>
<tr>
<td>Efficacy</td>
<td>- 3%</td>
</tr>
<tr>
<td>Allowable CCT</td>
<td>Defined by ANSI C78.377-2015*</td>
</tr>
<tr>
<td>CRI</td>
<td>- 2 points</td>
</tr>
<tr>
<td>Power Factor</td>
<td>- 3%</td>
</tr>
<tr>
<td>THD</td>
<td>+ 5%</td>
</tr>
<tr>
<td>Zonal Lumens</td>
<td>Refer to Table 4 of the Technical Requirements Table</td>
</tr>
<tr>
<td>NEMA Classification</td>
<td>No tolerance</td>
</tr>
</tbody>
</table>

*ANSI C78.377-2015 also referred to for Duv and (x, y) chromaticity coordinates tolerances for indoor categories.

### Table 2: Product MEETS Requirements

<table>
<thead>
<tr>
<th>Metric</th>
<th>Limit Type*</th>
<th>Tolerance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light output</td>
<td>LCV</td>
<td>- 9.6%</td>
</tr>
<tr>
<td>System Wattage</td>
<td>UCV</td>
<td>+ 12.7%</td>
</tr>
<tr>
<td>Allowable CCT</td>
<td>UCV &amp; LCV</td>
<td>+/- 8.1%</td>
</tr>
<tr>
<td>CRI</td>
<td>LCV</td>
<td>- 5.9%</td>
</tr>
<tr>
<td>Power Factor</td>
<td>LCV</td>
<td>- 5%</td>
</tr>
<tr>
<td>THD</td>
<td>UCV</td>
<td>+ 10%</td>
</tr>
<tr>
<td>Zonal Lumens</td>
<td>UCV &amp; LCV</td>
<td>+/- 9.6%</td>
</tr>
<tr>
<td>NEMA Classification</td>
<td>UCV &amp; LCV</td>
<td>+/- 1 Type</td>
</tr>
</tbody>
</table>

*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?
Thank you!
Beyond the Technical Requirements:
DLC Program Compliance