

California Energy Commission

DOCKETED

12-AAER-1

TN 73830

OCT 13 2014

10/13/2014

Harinder Singh & Ken Rider
California Energy Commission
Dockets Office, MS-4
Re: Docket No. 12-AAER-1
1516 Ninth Street
Sacramento, CA 95814-5512

Subject: GREEN CREATIVE comments: Staff Report on the Analysis of Small Diameter Directional Lamp and Lighting Emitting Diode Lamp Efficiency Opportunities (Docket Number: 14-AAER-1)

Dear Mr. Singh and Mr. Rider,

As a California based LED lighting manufacturer focused on the best available LED solutions, GREEN CREATIVE fully supports the CEC draft specifications for both small diameter directional lamps and LED lamp efficiency.

GREEN CREATIVE launched some of the first voluntary CEC quality spec compliant products in 2013 and many of our current small diameter lamps meet nearly all the proposed requirements. The technology is already available to hit these marks and the effective dates are reasonable for the entirety of the market to get there.

Furthermore, LEDs present tremendous energy savings potential and our products carry some of the highest efficacies on the market while still hitting quality standards and remaining cost competitive. We are pleased to see efficacy as a focal point in the report.

However, these requirements will inevitably slow the cost curve and we believe state and utility rebate subsidies must expand to ready the market.

We appreciate this opportunity to comment, please let us know how we can otherwise assist.

Sincerely,

Erik Bluvas
GREEN CREATIVE
Utility Program Manager
erik.b@greencreative.com
866-774-5433

GREEN CREATIVE LLC
220 South Spruce Ave Suite 203
South San Francisco, CA 94080
Tel / Fax: (866) 774-5433
www.greencreative.com - info@greencreative.com