



ENERGY STAR® Partner of the Year— Retail Partner

Lowe's Companies, Inc.

Mooresville, North Carolina

For the second year in a row, Lowe's Companies, Inc. has won Retail Partner of the Year. Lowe's determination to integrate ENERGY STAR into all marketing practices has paid off in a 31-percent increase in sales of ENERGY STAR qualified products in 2003. These sales will save Lowe's customers nearly \$500 million in energy costs over the life of the products, while eliminating one million tons of air pollution from the environment. Lowe's spread the ENERGY STAR message far and wide through national broadcast TV ads that achieved nearly 156 million impressions in over 90 markets; an in-store signage initiative across all 925 home improvement stores and 45 states that reached more than 9 million customers per week; and a variety of other marketing efforts such as circulars, direct mail, and Internet—including a newsletter dedicated to ENERGY STAR sent to 1.2 million registered Lowe's.com users. Together, these activities have contributed to an unparalleled level of ENERGY STAR outreach, awareness, and national benefits.





ENERGY STAR® Partner of the Year— Product Manufacturers

GE Consumer Products

Fairfield, Connecticut



Consumer & Industrial

General Electric Consumer Products (GE) was a leading manufacturer of ENERGY STAR qualifying products in 2003. GE aggressively invested in new qualified products, increasing the percentage of ENERGY STAR qualified appliances in its dishwasher, washer, dehumidifier, and room air-conditioner product lines, as well as increasing the sales of its qualified compact fluorescent light bulb lines to over 95 percent. In addition, GE participated in many promotional events sponsored by local and regional efficiency programs, launched the interactive *Innovation* tour to educate consumers, and participated in nationally coordinated ENERGY STAR campaigns. GE also became a charter member in the Weatherization refrigerator replacement program and established its own recycling program to properly dispose of old appliances.

Good Earth Lighting, Inc.

Wheeling, Illinois



After winning the first ENERGY STAR award given to a lighting fixture manufacturer in 2002, Good Earth Lighting, Inc. excelled again in 2003. The company displayed its manufacturing innovation in 84 ENERGY STAR qualified models, comprising 95 percent of its product line. Throughout 2003, Good Earth Lighting worked closely with regional efficiency partners around the country on product demonstrations, torchiere turn-in days, and retail sales events. The company also excelled in the retail marketing channel by teaming up with Lowe's and regional efficiency partners to launch the first-ever lighting bay display devoted to ENERGY STAR. Featuring lighting products for each room of the house, this display showed customers how to efficiently light their homes, as well as the benefits of ENERGY STAR qualified appliances, windows, and thermostats. For 2004, Good Earth Lighting has set a goal of introducing 10 new qualified products, as well as converting older models, which together will result in 100 percent of its products qualifying as ENERGY STAR.



Gorell Enterprises, Inc.

Indiana, Pennsylvania

Gorell Enterprises, Inc. has been a dedicated manufacturer of ENERGY STAR qualified vinyl windows and doors since 1999, and the company has made ENERGY STAR the centerpiece of its marketing strategy. In an industry with overall ENERGY STAR market share of 35 percent, fully 82 percent of Gorell's window sales in 2003 were ENERGY STAR qualified units. Gorell strives to promote ENERGY STAR in every way possible, in particular by providing its dealers and distributors with an extensive array of marketing materials, along with innovative and creative techniques for promoting ENERGY STAR and educating consumers.



Lennox Industries Inc.

Richardson, Texas

A leading manufacturer of commercial and residential comfort systems for more than a century, Lennox Industries Inc. continues its strong commitment to high quality and energy efficiency. In 2003, 90 percent of the new residential furnaces, heat pumps, and air conditioner products that Lennox introduced were ENERGY STAR qualified. The company's promotional activities for the year included participation in regional efficiency efforts, television advertising, and Web site promotions, which resulted in a 25-percent increase in sales of ENERGY STAR qualified, Dave Lennox Signature cooling products. The company is now developing an e-learning platform for its dealers to enhance "best practices" when installing energy-efficient equipment. Lennox has distinguished itself as a leader by embracing ENERGY STAR and its goals and aggressively marketing new qualified products to its customers.





Sea Gull Lighting Products, Inc.

Riverside, New Jersey



In 1919, Sea Gull Lighting Products, Inc. started as a small Philadelphia lighting specialty store with a single workbench. In 2003, Sea Gull Lighting embraced technology that will light the homes of future generations. In 2003, Sea Gull Lighting distinguished itself through product design, innovation, and the number of qualified products, as well as through its participation in national promotions, new construction marketing, and retail showroom promotions. The company's dedication to ENERGY STAR was clear when it launched a full line of products—from chandeliers to wall sconces to ceiling fans—thus allowing builders and homeowners to choose fixtures from a single source for the entire home. Sea Gull's 2003 marketing efforts included producing a dedicated 600-square-foot display of ENERGY STAR qualified products for the industry's largest trade show, and distributing a dedicated ENERGY STAR qualified products catalog. The company also marketed to consumers using point-of-sale materials, direct mail, and an ENERGY STAR training session at its national sales meeting. Sea Gull Lighting Products has been a true industry leader.

SYLVANIA

Danvers, Massachusetts



SYLVANIA is the North American division of OSRAM GmbH—the world's second largest lamp and materials manufacturer—and part of the Siemens family of companies. SYLVANIA manufactures and markets a wide range of lighting and other products for consumers and corporate customers. An ENERGY STAR partner since 1999, SYLVANIA is recognized for its innovative and energy efficient line of screw base CFLs. SYLVANIA has invested in innovation by incorporating advanced coating and amalgam technologies to improve the brightness of CFLs. In 2003, SYLVANIA continued its impressive growth in qualified lighting products. ENERGY STAR qualified product sales increased by more than 30 percent compared to 2002. By the end of 2003, 65 percent of the SYLVANIA compact fluorescent product line was ENERGY STAR qualified. SYLVANIA increased its advertising efforts and participated with numerous utilities and state programs across the country in promotions for ENERGY STAR qualified lighting products. SYLVANIA was a key player in both Earth Day events and *Change a Light, Change the World* through two targeted major newspaper-advertising campaigns and participating in many CFL events.



Whirlpool Corporation

Benton Harbor, Michigan

In 2003, Whirlpool Corporation, the world's leading appliance manufacturer and marketer, once again manufactured the largest number of ENERGY STAR qualified appliances, with 352 base models in its inventory under the brand names of Whirlpool, Kenmore, Kitchen Aid, and others. Whirlpool introduced 126 newly qualified models, including 98 refrigerators that meet the new 2004 ENERGY STAR specifications. The company actively promoted ENERGY STAR in print, radio, television, and direct mail advertising, and it coordinated communications efforts directly with its trade partners. Whirlpool also assisted low-income homeowners in achieving better energy efficiency through its work with Habitat for Humanity and many state Weatherization refrigerator replacement programs.





ENERGY STAR® Award for Excellence in Appliance Retailing

Sears, Roebuck and Co.

Hoffman Estates, Illinois



Based on a recent Sears, Roebuck and Co. survey, 53 percent of consumers think of Sears first for ENERGY STAR qualified appliances—and it's no wonder. Sears has been a leader in ENERGY STAR qualified appliance retailing since joining ENERGY STAR in 1998. In 2003, Sears continued its success by increasing sales of ENERGY STAR qualified appliances by 30 percent compared to 2002—these now account for 40 percent of Sears' appliance unit sales and 60 percent of its appliance dollar volume. The Sears Kenmore brand is particularly committed to ENERGY STAR, achieving numerous product breakthroughs. In addition, Sears supplemented its appliance retailing through training, advertising, public relations, direct mail, and more—including signage for in-store ENERGY STAR qualified appliances and an advertorial that reached more than 28 million readers. Further, Sears' commitment to identifying qualifying products in its circulars resulted in more than 30 billion exposures of the ENERGY STAR logo. In 2003, Sears sold more than 4 million ENERGY STAR qualified products, resulting in \$60 million in annual energy savings for consumers.



National Product Campaign Award

Ace Hardware Corporation

Change a Light, Change the World Campaign

Oak Brook, Illinois



Expanding its efforts of the previous year, more than 450 Ace Hardware retailers in eight states partnered with General Electric, the Midwest Energy Efficiency Alliance, Wisconsin Energy Conservation Corporation, Great River Energy, Minnesota Power, and Puget Sound Energy to coordinate an integrated marketing approach for *Change a Light, Change the World*. Because Ace Hardware stores are run independently, the marketing strategy had to be creative, yet flexible enough to help hundreds of stores train sales staff, anticipate product inventory needs, place campaign materials in-store, and prominently display ENERGY STAR qualified lighting. Ace Hardware included *Change a Light* messaging in one million circulars, advertised ENERGY STAR qualified CFLs across its participating regions, and hosted eight "Bulb Sales" in cooperation with its regional energy efficiency partners. More than 800,000 CFLs were sold during the campaign period.



Efficiency Vermont and Partners

**Green Mountain College, the Village of Poultney, Vermont,
and Williams Hardware**

Change a Light, Change the World Campaign

Burlington, Vermont

Efficiency Vermont developed a local and statewide approach for its role in *Change a Light, Change the World* in 2003. Vermont Governor James Douglas kicked off the campaign with a proclamation challenging all Vermonters to replace at least one light in their homes with an energy-efficient one—a call-to-action that generated well over one million impressions from print and radio coverage. To demonstrate how an entire town could meet this challenge, Efficiency Vermont—in partnership with Green Mountain College, Williams Hardware, and the Village of Poultney—coordinated a community-wide lighting change-out. Banners were hung across the street; coupons for ENERGY STAR qualified light bulbs were distributed in front of Williams Hardware; and radio ads ran on Poultney’s local station. These activities were augmented by morning radio show interviews and a live radio remote from the hardware store. Some 96 percent of Poultney residents received a free ENERGY STAR qualified bulb, and sales at Williams Hardware increased enough to justify stocking a wider selection of CFLs in the future. Other towns have expressed interest in using this community-in-action concept in 2004.



Green Mountain College



Williams Hardware
True Value
Help Is Just Around The Corner.

The Home Depot

Change a Light, Change the World and Cool Change Campaigns

Atlanta, Georgia

The Home Depot strives to offer its customers the solution to reducing energy and saving money through product innovation and promotion. The Home Depot actively supported the ENERGY STAR *Change a Light, Change the World* and *Cool Change* Campaigns in 2003 through a variety of outreach and educational activities in more than 1,600 storefronts nationwide. Activities ranged from in-store promotions and sales tracking to extensive sales training and consumer education. The Home Depot promoted ENERGY STAR qualified HVAC equipment, room air conditioners, ceiling fans, light fixtures and CFLs and home sealing products for both national campaigns. Millions of customers learned about the benefits and availability of ENERGY STAR qualified products through catalogs, magazines, and credit card bill inserts.





Maytag Corporation

Appliance Campaign

Newton, Iowa

MAYTAG

From April to July 2003, Maytag Corporation was one of the leading participants in the DOE-sponsored National ENERGY STAR Appliance Promotion. Maytag made it possible for consumers to save \$100 or more on qualified clothes washers during the “Double Your Savings” Campaign. In addition, Maytag initiated its own national “Star Performer” promotion on all ENERGY STAR qualified Maytag Neptune washers. The company heavily promoted this offer and Maytag’s efforts are expected to result in annual energy savings of nearly 8.9 million kWh, enough energy to light every house in Washington, DC for 11 days. In addition, Maytag began an educational effort to teach elementary school children about the relationship between energy efficiency and the environment. In 2003, Maytag increased its number of ENERGY STAR qualified residential washer models by 250 percent. And its shipments of qualified commercial clothes washer models increased dramatically in this under-served market.

Panasonic

Home Electronics Holiday Campaign

Secaucus, New Jersey

Panasonic

For the second year in a row, Panasonic was a leader in the ENERGY STAR Home Electronics Holiday Campaign. In 2003, Panasonic committed to using a “Thank you for buying an ENERGY STAR” insert and included 1.4 million inserts in product boxes. In addition, Panasonic worked closely with another ENERGY STAR partner, the Northwest Energy Efficiency Alliance, to educate consumers about ENERGY STAR and energy-efficient home electronics through an online sweepstakes offering a variety of ENERGY STAR qualified products as prizes. Panasonic now manufactures more than 900 qualified products across 15 product categories and consistently places the ENERGY STAR logo on all its electronic products and associated packaging. The company actively participates in the energy efficiency specification design and redesign process.



Southern Minnesota Municipal Power Agency

**Appliance, *Change a Light, Change the World,*
and Home Electronics Campaigns**

Rochester, Minnesota

In 2003, the Southern Minnesota Municipal Power Agency (SMMPA) and its 18 member utilities participated in three national ENERGY STAR campaigns, enhancing their year-round efforts to promote and rebate ENERGY STAR qualified products. SMMPA partnered with the Midwest Energy Efficiency Alliance (MEEA), 52 retailers, and 8 manufacturers during the Appliance Campaign to provide collateral materials, training, and rebate administration. These efforts resulted in the sale of 469 qualified clothes washers—one-third more than were purchased by members' customers in all of 2002. During the *Change a Light, Change the World* Campaign, SMMPA partnered with MEEA and Wisconsin Energy Conservation Corporation to offer rebates on CFLs by advertising in bill stuffers, at local retailers, and in utility offices. SMMPA also provided collateral materials, retail training, and special events to "kick start" the campaign. During *Change A Light*, CFL sales in SMMPA's service territory totaled 21,000—more than triple the 2002 achievement. To round out 2003, SMMPA participated in the Home Electronics Holiday Campaign by sponsoring radio ads and featuring a home electronics section on its Web site—educating consumers on the significant amount of energy savings associated with ENERGY STAR qualified products. SMMPA's ENERGY STAR efforts in 2003 resulted in energy savings of nearly 10 million kWh.

