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Promoting ENERGY STAR® Lighting

In

Hard-to-Reach Markets

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What are hard-to-reach Markets



Military Housing

- 3rd Party Contractors
- Slow moving decisions
- Price points still an issue





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What are.....



Apartment Buildings

- Separately metered
- Utility costs in rent
- No desire by tenants to improve the property
- Labor issues & access





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What are.....



Lighting Showrooms

Owners lack the desire to invest in:

- New / unfamiliar products
- Higher price points
- No “Pull” from the marketplace





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What are.....



Custom Housing Market

- No lavish fixture styles
- No concern over utility costs
- Lack of showrooms to display and promote fixtures





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What are.....



Hispanic and minority housing

- Lack of exposure to product
- Lack of market penetration
- Price point too high for income level



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What are.....



Production Builders

- Cost burden
- Unfamiliar with offering
- Do not benefit from energy savings

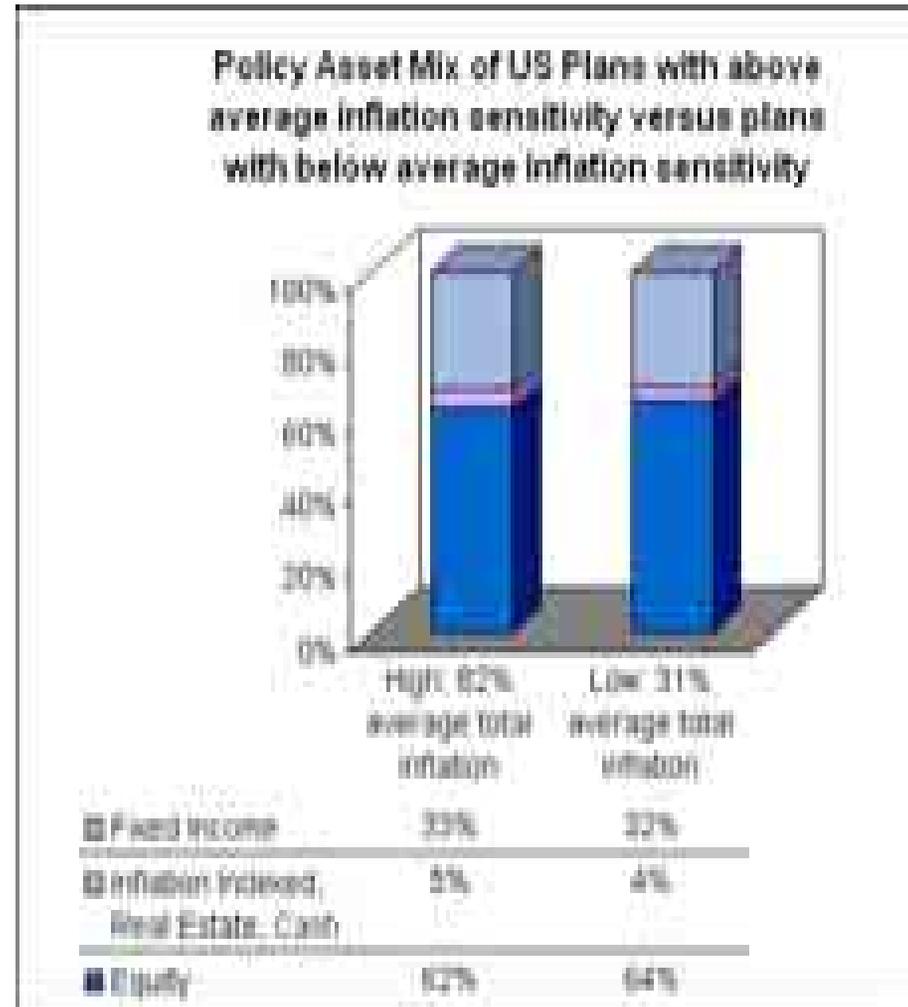


What are.....



Cost effectiveness limitations
&
SBC or State funding limitations
for ENERGY STAR fixtures

- Updating formula
- Need more push for fixtures





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Thank you



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Thank you,
from kids everywhere

Seagull Lighting is a leading manufacturer of outdoor lighting products. We are proud to be a partner of the Energy Star program. For more information on our products, please visit our website at www.seagulllighting.com. We are committed to providing high-quality, energy-efficient lighting solutions for our customers. Thank you for your support and for helping us make a difference in the world.

