Why Promote ENERGY STAR® Lighting

Within the

Residential New Construction Industry

Presented By:

Jeff Beiter
Sea Gull Lighting Products, Inc.
Director, Business Development
Energy Efficient Products
Global Warming – It’s Real

- Melting glaciers, early snowmelt and severe droughts will cause more dramatic water shortages in the American West.

- Rising sea levels will lead to coastal flooding on the Eastern seaboard, in Florida, and in other areas, such as the Gulf of Mexico.

- Warmer sea surface temperatures will fuel more intense hurricanes in the southeastern Atlantic and Gulf coasts.
No matter where you live, burning fossil fuel for power causes greenhouse gas emissions CO2.
World carbon dioxide emissions are projected to rise from 24,409 million metric tons in 2002 to 33,284 million metric tons in 2015 and 38,790 million metric tons in 2025.

That’s 59%
Lead by Example!

Social Responsibility for Future Generations
Estimates for 2005 show forecasts between 1.6 million housing starts and 1.8 million (including multifamily but not manufactured).

NAHB's projects 1.93 million new housing units for 2006.
Let’s do some quick math

1,900,000 homes

20 fixtures per home is

38,000,000 fixtures available

76,000,000 sockets available

(2) per fixture
Why Pass – Up the Opportunity

Every Utility, EEP and Builder have a responsibility for:

Energy Saving / Demand Reduction
Market transformation to energy efficiency
Environmental Stewardship
Preservation of natural resources
We need to do our part now

- Why wait until after the fact?????

- The opportunity for utilities to “Lock-In” sustained “Non-Regressive” savings today – not tomorrow!

- Long term base-load reduction is available now
Decorative solutions are available today.
With matching finishes
Including outdoor
 Builders Are Our Business

You build the house...  
...We’ll light the Home.
How do we get started?

- Model Home Incentives
- Builder Spiff
- Salesperson Spiff
- Realtor Spiff
- Home Buyer Incentive
- Public Awareness
  - TV
  - Radio
  - Tabloids
  - Newspaper
  - Billboards
Model Home Incentive

**Objective** – gain ENERGY STAR “real estate” in the builder model home.

- Displays & demonstrates the advanced technology first hand. Not a catalog selection!

**Barrier** – builders do not want to increase their costs for fear of not being competitive.

- Solution - Utility to fund incremental difference between the standard incandescent lighting package and the ENERGY STAR upgrade
Spiff salespeople

The mighty dollar works every time!

- Distributor Salesperson
- Local Realtor
- Builder salespeople
- The Builder too
ENERGY STAR lighting training to be delivered to:

- Builder sales people
- Design Center sales people
- Local Realtors

Make education a high priority

- 75% less energy / more light
- 80% less heat
- 10 times lamp life

And you can not tell it is NOT incandescent
Public Awareness of Value

Customized materials highlighting ENERGY STAR

- Primetime Television
- Primetime Radio
- Billboards at the development entrance
- Local newspaper real estate section
- Frequent Tabloids
- Floor mats and door plaque's
- Hang tags and take away POP
Utility Rebate to Home Buyer

Objective – reduce impact of higher price point and encourage buyers to purchase ENERGY STAR lighting

- Utility to make rebates available to the buyer at the point of purchase
- No different than in store coupons
  - Example - $15 coupon x 20 fixtures = $300
Builders Win!

- Higher Quality Products
- More Efficient Homes
- Keep ahead of your competition
- Meet sales targets faster and increase profits with higher price points
- Environmental Stewardship
Homeowners Win!

- Higher Quality Product
- Lower Operating Costs
  - Longer Life Components
  - Less Heat
  - Less Ladder Climbing
- Environmental Stewardship
Kids everywhere Win!