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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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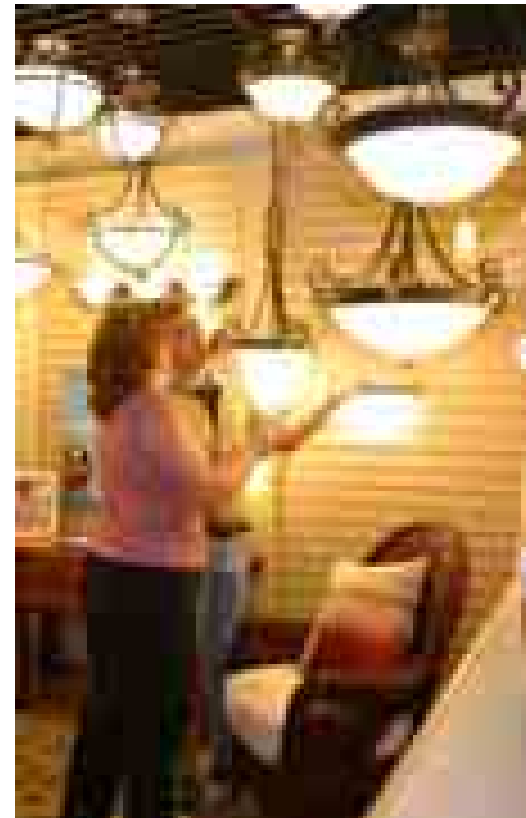
What are.....



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



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What are.....

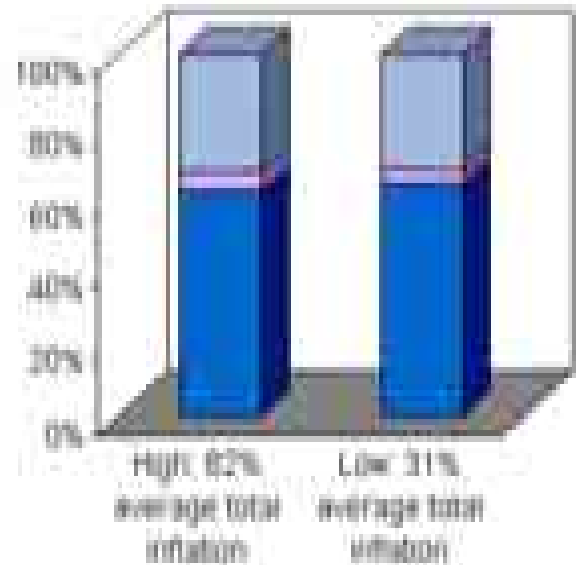


Cost effectiveness limitations
&

SBC or State funding limitations
for ENERGY STAR fixtures

- Updating formula
- Need more push for fixtures

Policy Asset Mix of US Plans with above average inflation sensitivity versus plans with below average inflation sensitivity



Fixed Income	33%	32%
Inflation Indexed Real Estate Cash	5%	4%
Equity	62%	64%



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Thank you



Thank you,
from kids everywhere

Seagull Lighting is a leading manufacturer of energy-efficient lighting solutions. We are proud to be a partner of the Energy Star program, which recognizes products that meet strict energy efficiency guidelines.

For more information about our products and services, please visit our website at www.seagulllighting.com. We are committed to providing high-quality lighting solutions that save energy and reduce environmental impact.

