



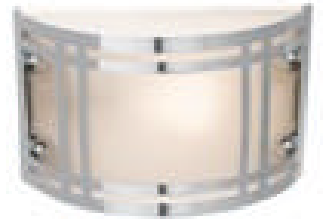
National Lighting Partner Meeting
April 4-6, 2005

Jeffrey Schwartz, ICF Consulting, *Former
Showroom and Distributor Owner and
Lead for EPA's Showroom and Distributor
Initiatives*

Working with Lighting Showrooms and Electrical Distributors



- **A key to working with showrooms and distributors is to understand there are many different business models**
 - Showrooms focused on end-user sales
 - Showrooms focused on builders and builder referred business
 - Electrical distributors with lighting showrooms
 - Electrical distributors with builder showrooms
 - Electrical distributors with no showrooms
 - Small independents
 - Large chains



ENERGY STAR Showroom Initiative



- **Interaction with Showrooms**
 - Direct Interaction
 - Through the American Lighting Association (ALA) and Lighting One
- **Showroom Training**
 - Individual showrooms, chains, train-the-trainer, manufacturers, and rep agencies
 - Presentations at ALA and Lighting One
- **Marketing and Promotional Materials**



Choose ENERGY STAR® qualified lighting and get
stylish design, energy efficiency, and longer bulb life.

[insert product
photo(s) here]



Showroom Successes Since 2004



- **Lighting One joined ENERGY STAR**
 - 80 independently-owned showrooms in 30+ states
- **241 Showrooms signed on under ALA Partnership**
- **101 showrooms participated in CAL 04**
- **5 Case Studies developed**
- **Increased interest in stocking/selling**
- **Dedicated ENERGY STAR fixture displays**
- **Successful integration of ENERGY STAR qualified fixtures into general displays**



Showroom Case Studies



- **Nationwide locations, varying marketing strategies:**
 - Connecticut Lighting Center, Hartford, CT
 - Lighting Unlimited, Ocala, FL
 - Premier Lighting, Bakersfield, CA
 - Philips Lighting & Home, Modesto, CA
 - Seattle Lighting, WA
- **What helped them to succeed?**
 - Educating sales staff on ENERGY STAR benefits
 - Showroom breakfast for builders and local officials
 - Offering utility incentives to customers
 - Teaming with manufacturers and local utilities to develop promotional flyers and/or other advertisements:
 - Dedicated and/or integrated
 - Educational materials
 - Teaming with builders to install qualified lighting in model homes



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Electrical Distributor Initiative



- **Launched 2004. Signed up National Association of Independent Lighting Distributors (NAILD) and National Association of Electrical Distributors (NAED)**
 - Attend Annual Meetings and Trade Shows
 - 90 distributor members have become ENERGY STAR partners, representing over 300 storefronts nationwide
 - Web Site List
 - ENERGY STAR articles featured in Trade pubs (*Today's Lighting Distributor* and *TED*, and *Electrical Wholesaling*)
 - Web site training created for both NAED and NAILD
 - Marketing idea of the year for NAILD
- **Working with distributors to market ENERGY STAR qualified products directly to builders**

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Successful Electrical Distributors



- **Common successful elements:**

- Large selection and stock for the builders
- Displays in their showroom or builder showroom to show and demonstrate the product to end-users and builders
- Knowledgeable salespeople to explain the products and benefits
- Complete program including:
 - Builder house packs
 - Incentives to promote the sale of ENERGY STAR qualified products
 - Promotions and advertising
 - Model home displaying ENERGY STAR qualified products
 - Hang tags identifying ENERGY STAR qualified products



Plans for 2005



- **Continue to work closely with trade associations and individual showrooms and distributors**
- **Offer ENERGY STAR trainings for distributors**
- **Promote the on-line training and web site list**
- **Continue to develop marketing and promotional materials**
 - **Possibly develop case studies highlighting business success of ENERGY STAR distributors**
- **Encourage increased participation in ENERGY STAR National Campaigns for Partners with consumer showrooms**