National Lighting Partner Meeting
April 4-6, 2005

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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
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
ENERGY STAR
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
• **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