Marketing Strategies:
Residential Light Fixtures & Decorative Light Strings
Alex Baker, US EPA

ENERGY STAR Lighting Partner Meeting
Phoenix, AZ
February 25 – 27, 2008
Lithonia Lighting: Florentine Vanity
Progress Lighting: Avalon Series
Hinkley Lighting: Hematite Reef Outdoor Lantern
MaxLite:
SKFG18SMCOBGU24

SKF26SMCWMW
Sea Gull Lighting:
Acadia Misted Bronze
American Fluorescent: AEP Satin Aluminum
Dolan Designs: Barton Outdoor Collection
Minka Group:
Lugarno Square
Satco Lighting: Moulan Collection
Prescolite: Litebox
IBX26ICATDM
Dimmable 26W Recessed
MaxLite: SKF26DLMT

SKF26DLCT
Minka Group:
Paradox Series
Sea Gull Lighting: Monteclair Series
Progress Lighting: Villa Cortona
Hinkley Lighting: Vintage Black Ledgewood Outdoor Lantern
Dolan Designs: Colfax Bath Collection
Progress Lighting: Roman Coach
MaxLite:
SKFG70TL3ABK
Three-way GU24 torchieres
Minka Group: Montablo
Dark Skies Qualified
Lithonia Lighting: Florentine Pendant
Savoy House: Deerings Lantern
Nice Work!
New Partner: Rejuvenation Inc.
New Partner:
Rejuvenation Inc.
New Partner:
Rejuvenation Inc.
Leviton 9860: Qualified Keyless Socket

- Retail: $14.99 to $16.99
- Available at The Home Depot
- Pre-Launched in 2007: sold 104,000 units
- Launch Date: March 1, 2008
Good Earth Lighting
Good Earth Lighting
The ENERGY STAR Advanced Lighting Package

- A valuable marketing tool to promote energy efficient residential lighting infrastructure
- A way for builders to distinguish their products
- A simple way for utilities & EEPS to incentivize efficient lighting infrastructure
- Adopted by:
  - U.S. Green Building Council’s LEED for Homes
  - National Association of Home Builders’ Green Building Guidelines
  - Green Building Initiative
  - Built Green Colorado
  - Wisconsin Green Built Home
  - California Build It Green
Old ALP Definition:

50% of Fixtures in High-Use Rooms
+ 25% of Fixtures in Medium-Use Rooms
+ 50% of Outdoor Fixtures

= 21 Fixtures (example)

x 2.5 Number of baths
+1627 House number
÷ 6 Number of beers

????????
The ENERGY STAR Advanced Lighting Package

New ALP Definition (2007):

60%+ of hard-wired fixtures are ENERGY STAR qualified (indoor and outdoor combined)

100% of all ceiling fans are ENERGY STAR qualified

Ceiling fan & vent fan light kits count towards 60% requirement
The ENERGY STAR
Advanced Lighting Package

This BENNETT HOMES House features the ENERGY STAR®
Advanced Lighting Package

The benefits of the ENERGY STAR Advanced Lighting Package include:

• Save more than $170 per year in energy costs by selecting a home with the Advanced Lighting Package.*

• ENERGY STAR qualified fixtures use approximately 75% less energy than standard incandescent fixtures.

• ENERGY STAR qualified light fixtures generate about 75% less heat, reducing expensive home cooling needs and keeping you more comfortable.

• Light bulbs in ENERGY STAR qualified light fixtures last about ten times longer than standard incandescent bulbs. This means fewer bulb changes in hard to reach places.

• ENERGY STAR qualified light fixtures carry two-year warranties – twice the industry average.

*Assumes an advanced lighting package consisting of ENERGY STAR qualified fixtures and ceiling fans. Savings vary depending on house size, lighting fixture usage, and local energy costs. For more information, see your local utility or ENERGY STAR website.

Available:

– Promotional Language
– ENERGY STAR Training Center Module
– Case Studies
– Promotional Literature

ALP success: training suppliers is critical

EPA can provide training:
– Builders
– Electrical Distributors
– Showrooms
The ENERGY STAR
Advanced Lighting Package
Oncor and the Advanced Lighting Package

- Expanded state-mandated energy efficiency goals
- $50 per home direct-to-builder incentives
- Sept to Dec 2007: 75 builders recruited through regional meetings
Oncor and the Advanced Lighting Package

- Kim Hooper
  Program Manager
  Oncor Electric Delivery

- 1,110 ALPs committed
- ~ 23,000 Fixtures
- 1,800 kWh & $260 saved annually per home
- 2M kWh permanently avoided!
Bay Area, California
Seeking market separation
Lennar differentiates with energy efficiency
Cost not a consideration; comparable pricing
Average of 40 qualified fixtures / home
Lennar Homes and the Advanced Lighting Package

- ALP-equipped homes closed:
  - 821 in 2006
  - 757 in 2007
- ~63,000 qualified fixtures
- ~3,600 kWh and $600+ saved annually/home
- 5.6M kWh load permanently avoided
Lennar Homes and the Advanced Lighting Package

SPECIAL RECOGNITION—EXCELLENCE IN LIGHTING PROMOTION

2008 ENERGY STAR® Awards

Lennar Homes—Bay Area, California

The U.S. Environmental Protection Agency extends its appreciation to Lennar Homes—Bay Area, California for its commendable industry leadership and continued dedication to reducing greenhouse gas emissions through its implementation and active support of the ENERGY STAR Advanced Lighting Package.

Kathleen Hogan
Director, Climate Protection Partnerships Division
U.S. Environmental Protection Agency
• Targets the showroom sales staff
• Showrooms stock qualified fixtures
• Showrooms submit proof of sale to BC Hydro
• Points calculated by number of sockets, total wattage
• 1 Point = $1 CAD
WHAT DO YOU EARN?
Each point is worth $1 in gift cards. You can redeem your points for gift cards of your choice from our extensive list of participating vendors. Our partners include major retailers, hotels, gas stations and travel agents.

Ask your manager for more information on how you can redeem your points and what SKUs qualify in your store.

HOW ARE POINTS EARNED?
Each time you sell a qualifying ENERGY STAR light fixture, you will earn 5 points for each socket the fixture contains, up to a maximum of 4 sockets or 20 points. Here’s an example of how quickly points can accumulate:

<table>
<thead>
<tr>
<th>Description</th>
<th>Sockets</th>
<th>Number of Points</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor Wall-Mounted Light Fixture</td>
<td>4 sockets: 5 + 5 = 10</td>
<td>20 points</td>
<td></td>
</tr>
<tr>
<td>Indoor Ceiling Mounted Light Fixture</td>
<td>2 sockets: 5 + 5 = 10</td>
<td>10 points</td>
<td></td>
</tr>
<tr>
<td>Total points earned from this sale</td>
<td></td>
<td></td>
<td>30 points</td>
</tr>
</tbody>
</table>
DIME Tool

http://www.energystar.gov/DIME
Easy steps to
ENERGY STAR Lighting Fixture REBATES
Alliant Energy for all of Iowa
January 1, 2008 - December 31, 2008

Available Incentive: $20 Rebate for all ENERGY STAR qualified light fixtures. Max. of 5 pin-based fixtures per residence account, for non-residential T-5 and T-8 replacement projects > 5 fixtures call 1-866-255-4268 for rebate details and alternate claim form.

1. Cut UPC Code and ENERGY STAR logo from each product box
2. Fill out "2007 Rebate Claim Form - Iowa Lighting"
3. Mail forms and attachments within 30 days of installation to:
   Alliant Energy
   P&L Energy-efficiency programs
   P.O. Box 351
   Cedar Rapids, IA 52406-0351

To Share With:
• Builders / Contractors
• Consumers

ENERGY STAR Qualified Products from Super Awesome Lighting:
Awesome Series, Radical Series, Superfresh Series, Baker Series,
Banwell Series, Karney Series, MacRae Series, Tomlinson Series, Primous Series, Burt Reynolds Series, Smurf Series, Sassy Series,
Pumpkin Series, Zoey Series
Efficiency Vermont & Green Mountain Electric Supply

• One year pilot with option to extend
• Showroom selected initial product
• Included two Lighting for Tomorrow winners
• Efficiency Vermont paid 50% of wholesale ($4K cap)
• Provided coop marketing contribution
Seattle Lighting

- Promoting qualified fixtures since 2003
- Recipient: Recognition for Excellence in Lighting Retailing Award, 2007
- Exceeded goals for 2007, set aggressive goals for 2008
Seattle Lighting

- Stocks 100+ qualified models
- 260+ models on www.destinationlighting.com
- Design Classics: converted best selling incandescent collections to GU24 sockets
Seattle Lighting has gone GREEN!

With help from Seattle City Light, we’ve switched to Energy Star® compact fluorescent light bulbs in many of our showroom fixtures!
Seattle Lighting
Do your part for the planet

RECYCLE YOUR CFLs HERE

EACH 50¢

COMPACT FLUORESCENT BULBS CONTAIN MERCURY - DO NOT PUT THEM IN THE GARBAGE
Seattle Lighting

• Coop advertising support:
  – NW ENERGY STAR Homes
  – Puget Sound Area Utilities

• Advertised in nine regional newspapers

• Print advertising reached 6.7M customers

• Ran 150 television spots on broadcast and cable
Seattle Lighting

Proud sponsor of Seattle’s Greenest Tree.
Fashionable, Affordable and Green!

Experience Seattle’s finest collection of attractive Energy Efficient Lighting.

www.SeattleLighting.com
Decorative Light Strings
DLS Trade-In Events

[Image of two people at an outdoor event, exchanging LED holiday lights]
DLS Trade-In Events
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DLS Trade-In Events
Thank You!

Alex Baker

Lighting Program Manager:
Residential Light Fixtures
Ceiling Fans
Vent Fans
Decorative Light Strings

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