



**sea gull lighting®**

2004 PARTNER OF THE YEAR

# Change A Light, Change the World



- 1992 Sea Gull Lighting becomes a Charter Partner in the ENERGY STAR program
- 2000 The company commits itself to the innovation and design of ENERGY STAR products.
- 2002-03 Releases most comprehensive catalog of ENERGY STAR qualified fixtures in industry.
- April 2004, announces the release of a new catalog featuring nearly 400 products.



**sea gull lighting**

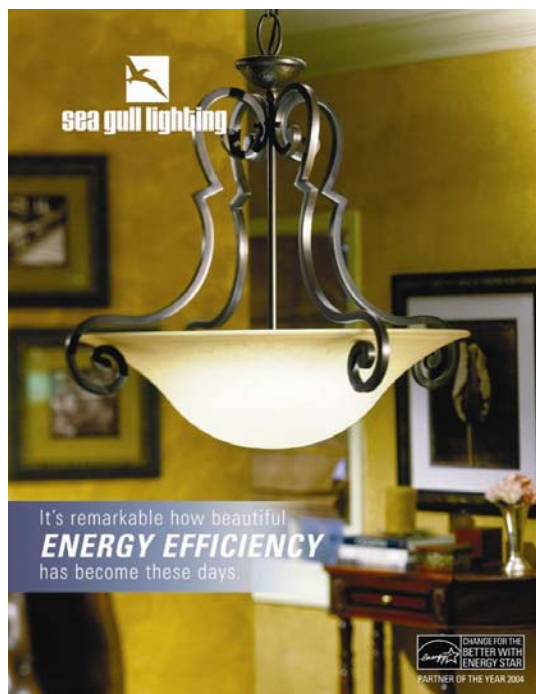
2004 PARTNER OF THE YEAR

# Change A Light, Change the World



April 2004

Sea Gull Lighting releases new  
energy saving lighting catalog



Featuring nearly 400 products

Mandolin





sea gull lighting®

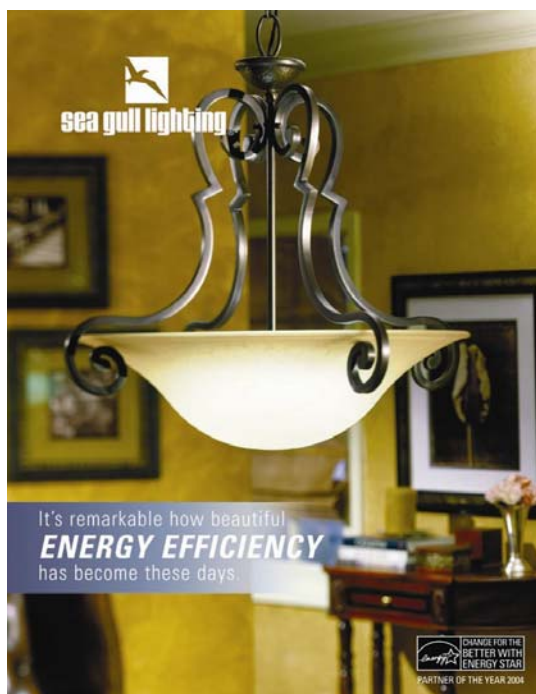
2004 PARTNER OF THE YEAR

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April 2004

Sea Gull Lighting releases new  
energy saving lighting catalog



Featuring nearly 400 products

Brandywine





**sea gull lighting**

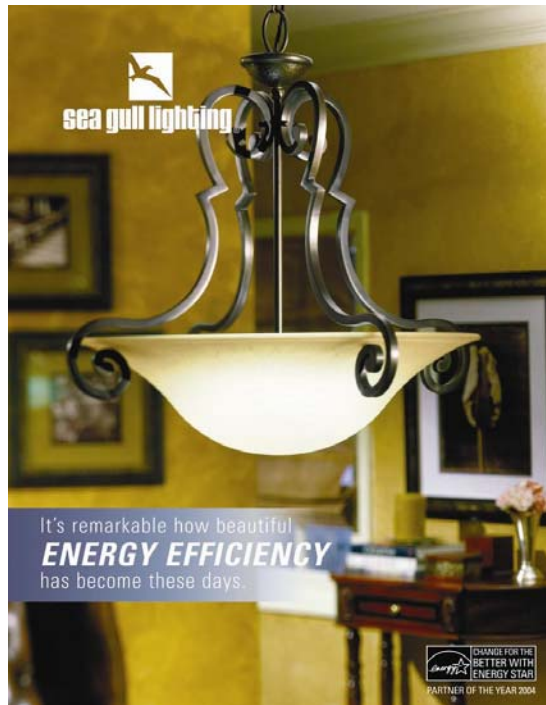
2004 PARTNER OF THE YEAR

# Change A Light, Change the World



April 2004

Sea Gull Lighting releases new  
energy saving lighting catalog



Featuring nearly 400 products



Serenity





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# Change A Light, Change the World



## October – November Promotion







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# Change A Light, Change the World



TV renovation personality,  
Steve Thomas, lends a hand to  
Change a Light at the historic  
Thomas Edison House, Ft.  
Myers Florida.





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# Change A Light, Change the World



Steve Thomas at the Thomas Edison House





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# Change A Light, Change the World







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# Change A Light, Change the World



Sea Gull Lighting  
hang tags call  
attention to  
ENERGY STAR &  
Change A Light  
promotion at Lowes



**Save more  
than  
money  
here.**

Also Available as  
**ENERGY STAR® Qualified  
Through Special Order**

(See Department Desk For Details)

  
**sea gull lighting**



Approved by Lowe's  
  
FL00006537



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# Change A Light, Change the World



A limited time promotion creates unique selling opportunities at retail



**sea gull lighting®**

POINT OF PURCHASE  
BANNERS AND POSTERS



**AML2318**  
(16" x 32")



**AML2319**  
(27" x 30")



**AML2319**  
(27" x 30")



**AML2319**  
(27" x 30")



**AML2320**  
(16" x 32")



**AML2320**  
(27" x 30")



**AML2321**  
(16" x 32")



**AML2321**  
(27" x 30")







**sea gull lighting®**

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# Change A Light, Change the World



Sea Gull Lighting's turn-key tabloid program for lighting showrooms.

Prominently  
featuring the Change  
a Light, Change the  
World logo for all  
mailings from  
October – November  
2003

Effective Spring 2003



**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**

**ALL ENERGY STAR®  
Qualified PRODUCTS  
ON SALE NOW**

**Whether you're building  
the home of your dreams  
or simply doing your part to save...**

**YOUR LOGO HERE**

proudly introduces the most  
comprehensive product  
offering of energy saving  
lighting available today.

**Featuring**



**sea gull lighting®**

*Why choose*  
**ENERGY STAR®  
LIGHTING?**

By selecting energy saving lighting,  
and particularly, ENERGY STAR®  
qualified lighting, you will be working  
toward reducing your energy bills  
and significantly reducing the  
greenhouse gases into our air.



**\$00.00**  
**69057E-85**  
**PENDANT**  
Gold Patina and Excavated Alabaster Glass  
Dia: 29 1/2" Ht: 36"  
Six 13w Quad Instant Start Lamps Included  
ENERGY STAR® Qualified



**\$00.00**  
**59063E-08**  
**HALL / FOYER**  
Rustic Textured Rust Patina  
with Scavo Glass  
Dia: 13 1/2" Ht: 14 1/2" Flush: 13"  
Two 13w Quad Instant Start Lamps Included  
Install as Flush or Pendant  
ENERGY STAR® Qualified



**\$000.00**  
**69062E-44/46**  
**OUTDOOR PENDANT**  
-44 Weathered Copper Finish shown  
Dia: 9" Ht: 19"  
Two 13w Quad Lamps  
(Sold Separately)  
Photocell Included.  
ENERGY STAR® Qualified



**\$00.00**  
**79096E-85**  
**CLOSE TO CEILING**  
Gold Patina Finish  
and Excavated Alabaster Glass  
Dia: 15 1/2" Ht: 7 1/4"  
Three 13w Quad  
Instant Start Lamps Included  
ENERGY STAR® Qualified

Visit [www.EnergyStarLights.com](http://www.EnergyStarLights.com) for hundreds of Energy Star® qualified styles.



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2004 PARTNER OF THE YEAR

# Change A Light, Change the World



The Change A Light,  
Change the World  
creates an immediacy to  
Public Relations releases

This news article has  
been placed in over 240  
newspapers around the  
country



HOMEOWNERS CAN SAVE MORE THAN A LITTLE MONEY by switching your outdoor lighting fixtures to Energy Star® labeled fixtures.

## Help Save the World, One Light at a Time

(MS) — As autumn nights tend to arrive sooner than those of the summer, homeowners often want to light the front entryways of their homes and their driveways for safety and increased curb appeal. However, many fail to consider how costly leaving outdoor lights on for extended periods of time can be for the environment as well as their wallet.

The truth is, you can save more than money by switching your outdoor lighting fixtures to Energy Star® labeled fixtures. This fall, the Environmental Protection Agency's (EPA) "Change A Light, Change the World" campaign is set to raise awareness of the importance of energy efficiency.

It's a fact that you can save the most money and energy by using Energy Star lighting in areas where you keep lights on for long time periods. These specially designed light bulbs and fixtures meet high standards for energy efficiency and use up to 75 percent less

operating standard incandescent lighting creates damaging greenhouse gas emissions into our air? By using Energy Star lighting in your home, you actively reduce the amount of fossil fuels burned at your local power plant to produce electricity. This combats global climate change by reducing the greenhouse gas emissions — good news for you, the air we breathe, and the environment.

If you think you have to sacrifice style or are concerned that the color of fluorescent lighting is too ugly, think again! Today's energy-efficient lighting is so much more advanced than the old "flicker, hum and green-glow lighting" of years ago. Manufacturers like Sea Gull Lighting ([www.seagulllighting.com](http://www.seagulllighting.com)) are working within the strict guidelines of the EPA's Energy Star® program and offering lighting options that deliver an instant start technology combined with equivalent light output and color rendering and style to any standard incandescent fixture.





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# Change A Light, Change the World



Selling tips and training get lighting showrooms ready for promotion period





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**ENERGY STAR®**

**SELLING TIPS**

Sea Gull Lighting ENERGY STAR® qualified fixtures and ceiling fan light kit benefits:

- ENERGY STAR®** labeled fixtures use up to 75% LESS electric with equal or more light than incandescent fixtures.
- ENERGY STAR®** labeled fixtures generate 78% LESS heat providing increased comfort during summer months.
- ENERGY STAR®** labeled fixtures are supplied with NEW Instant-Start/ Flicker-Free lamps which provide a wider spectrum of colors than incandescent lamps.
- ENERGY STAR®** labeled fixtures are warranted for two years - double the industry standard.
- ENERGY STAR®** labeled fixtures are supplied with lamps which can last up to 7 years before having to be replaced.

**BY USING**  
**ENERGY STAR®** lighting in your home, you actively reduce the amount of fossil fuels being burned at your local power plant.

**ENERGY STAR® LIGHTING.**  
**FOR YOU... FOR THE ENVIRONMENT... FOR THE FUTURE.**

AML2401