

# **Energy Efficiency Programs and Their Role in the Lighting Market**



**ENERGY STAR<sup>®</sup> Partner's Meeting**

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**By**

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# Overview of TCP

- Founded in 1986, TCP has become the energy efficient lighting industry leader for product development and innovation.

International Headquarters -	Aurora, OH
Distribution Facilities -	Aurora, OH & Los Angeles, CA
Engineering -	Endicott, NY
Research & Development -	Endicott, NY
Manufacturing & Engineering -	Shanghai, China
Minority Ownership	



# Prime Manufacturer of Efficient Lighting Products

## *Factory*

- One company: marketing, manufacturing, distribution
- Vertical integration: no sub-contracting
- 700,000 Sq. Ft. of manufacturing space
- 150,000 Sq. Ft. of warehouse space
- 3500 factory employees
- ISO-9002 certified



# Lighting Industry Leader

TCP is committed to promoting energy efficiency

- ENERGY STAR Partner
- Charter Manufacturing partner of MEEA – Midwest Energy Efficiency Alliance
- Member of the American Lighting Association
- Member of NAILD –National Association of Independent Lighting Distributors
- Member of NALMCO –interNational Association of Lighting Management Companies





# Coordinating With Utility Partners

## -Accelerate Market Transformation

- Northeast
  - ITP
  - New Jersey
- Midwest
  - MEEA
- Northwest
  - PSE
- California
  - PG&E, SCE, SDG&E, SMUD



# Coordinating With Retail Partners

- Increase participation across all channels:  
Home Center, Food, Drug, Mass
- Turn-Key displays to make it easier to execute
- Increase education to draw attention to growing product category



# Coordinating With EPA, DOE

- Rapidly changing product category needs standards, framework for continued success.
- We fully support Pearl testing program. Higher standards help the product category move forward.



# ENERGY STAR Partner

- Broad range of ENERGY STAR qualified products
  - CFLs
  - Fixtures
  - Linear Ballasts & Lamps
  - Emergency & Exit Signs



# Developing a Winning Strategy

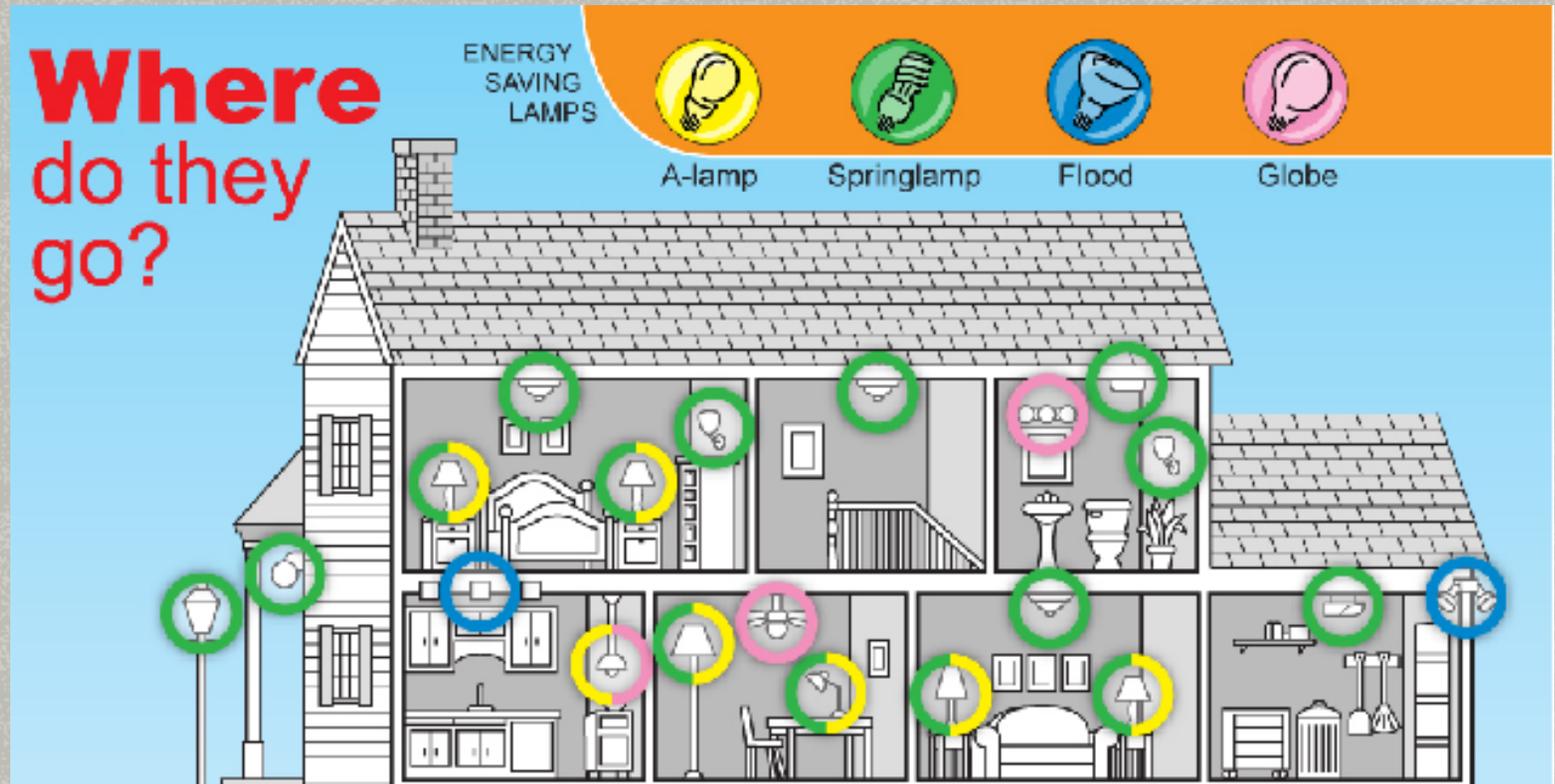
- Highest quality manufacturing standards
- Relentless product innovation
- Manufacturing and engineering respond quickly to the market because all under one company.



# Reach the Consumer

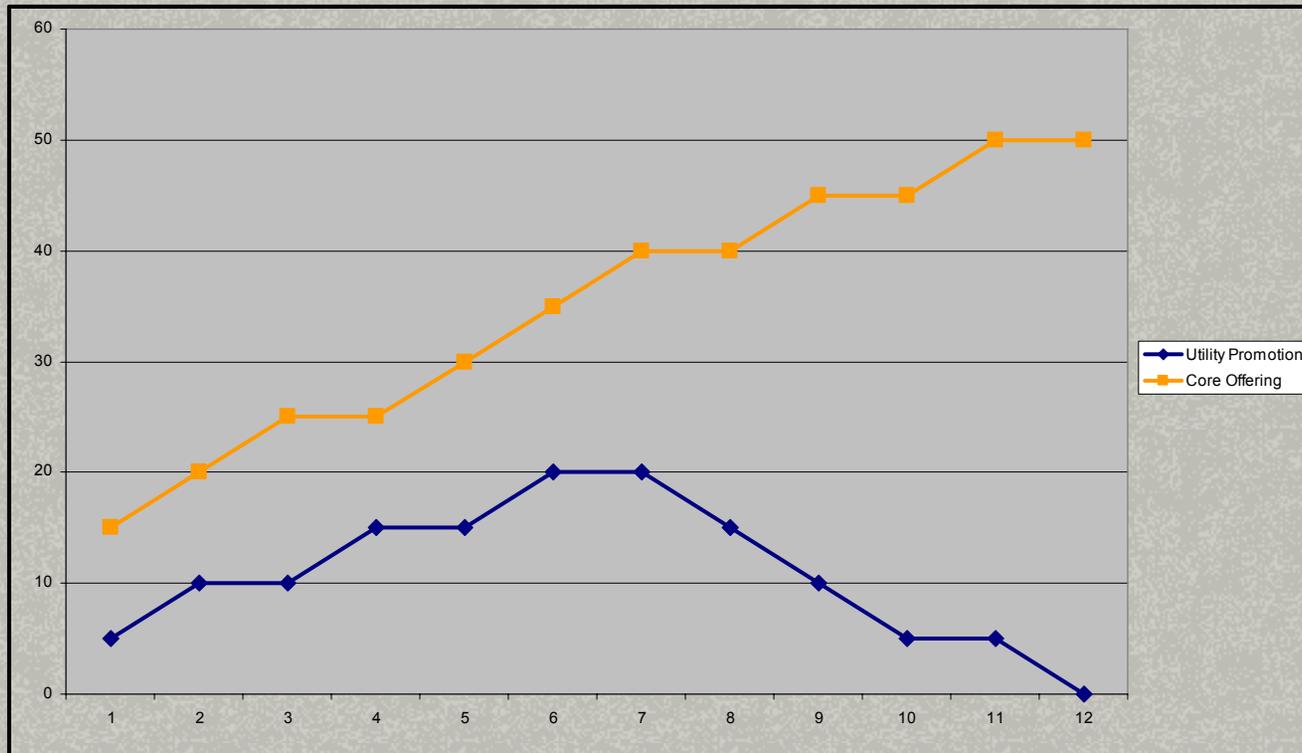
- We are establishing a relationship between our products and your lifestyle
- Leverage utility dollars to drive trial
- Whole house approach

# Reach the Consumer



■ We Know Your Light

# Drive the Category



- Utility promotions drive trial.
- Trial becomes lifestyle habit
- Lifestyle habit transforms market



# Keys to Success

- Market drives product and manufacturing quality. Fast responding producers win.
- Build relationship between lifestyle and modern lighting products.
- Long term strategy for driving entire category based on more than promotions.
- Include more regions.
- Keep improving teamwork between stakeholders to increase efficiency.