Energy Efficiency Programs and Their Role in the Lighting Market

ENERGY STAR® Partner’s Meeting
April 26, 2004
By
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Technical Consumer Products, Inc.
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

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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

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Drive the Category

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

- 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.