

# SELLING IT: Increasing the Market Presence of ENERGY STAR Qualified Ceiling Fans

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# Our Challenge



- ENERGY STAR qualified ceiling fans entering their third year
- Manufacturers have the product, retailers have the inventory, utility rebates are available -- what gives?



# Roundtable Discussion Goal



Identify how manufacturers, retailers, utilities, and EPA can better promote ENERGY STAR qualified ceiling fans and light kits to increase consumer demand and sales



# Discussion Setup



- A few “key” questions will be asked
- All invited to participate in discussion; tapped a few representative “market actors” to help keep discussion on track given attendees’ interests
- Manufacturer(s): Hunter, Litex/Ellington Fans, Sea Gull Lighting
- Showroom: Accent Lighting Designs
- Utilities: UI, SMUD



# Defining the Market



- What are the different demands among the various distribution channels?
  - National chain, showroom, builder
  - How does this affect inventory?
  - How is this product marketed based on these demands?



# Defining the Consumer



- How do purchasing behaviors differ among consumers?
  - How has this changed over the years?
  - How do you follow these changes?
  - What are their priorities when considering a fan purchase?
  - How educated is the consumer about ENERGY STAR?



- How are these products sold?
  - What selling points are sales associates and reps using to promote fans?
  - What types of marketing tools are being used?
  - How do you determine target markets?
  - How common are vendor-backed rebates/incentives?



# Marketing Examples



**ENERGY STAR QUALIFIED  
CEILING FANS**

- BUILDER'S BEST
- LIFETIME WARRANTY
- DUAL MOUNTING SYSTEM  
DOWNROD OR CLOSEMOUNT

WITH ENERGY STAR, YOU CAN SAVE UP TO 36% ON YOUR ENERGY BILLS OR ABOUT \$600 PER YEAR AND PREVENT 70,000 POUNDS OF AIR POLLUTION.

Available for purchase through participating retailers. See retailer for details. ©2008 U.S. Environmental Protection Agency. All rights reserved.


**CEILING FAN  
SET WITH  
ENERGY STAR**



**CEILING FAN SOLUTIONS**

ENERGY STAR QUALIFIED CEILING FANS WITH LIGHTING ARE 80% MORE ENERGY EFFICIENT THAN CONVENTIONAL FANS.

ENERGY STAR QUALIFIED PROGRAMMABLE THERMOSTATS CAN SAVE YOU UP TO \$500 OR A YEAR WHEN USED PROPERLY.





# Marketing Examples

A photograph of a Home Depot store interior, specifically the lighting department. The ceiling is filled with various styles of chandeliers and pendant lights. A large banner is hanging from the ceiling, advertising Energy Star ceiling fans. The banner has a green header with the text "Save Energy. Save Money." and "ENERGY STAR® CEILING FANS". Below this, it says "Introducing ENERGY STAR® ceiling fans with lights - up to 40% more energy efficient." and features an image of a ceiling fan. To the right of the fan image, it asks "Why are ENERGY STAR® fans better?" and lists three bullet points: "Optimized blade pitch", "Moves more air", and "Uses less energy". At the bottom of the banner, it says "www.homedepot.com/energy".

**Save Energy. Save Money.**  
**ENERGY STAR® CEILING FANS**

**Introducing ENERGY STAR® ceiling fans with lights - up to 40% more energy efficient.**

ENERGY STAR®-labeled ceiling fans move significantly more air than standard fans. You can save up to \$20 or more per year with each ENERGY STAR® fan.

**Why are ENERGY STAR® fans better?**

- Optimized blade pitch
- Moves more air
- Uses less energy
- Saves you money

[www.homedepot.com/energy](http://www.homedepot.com/energy)



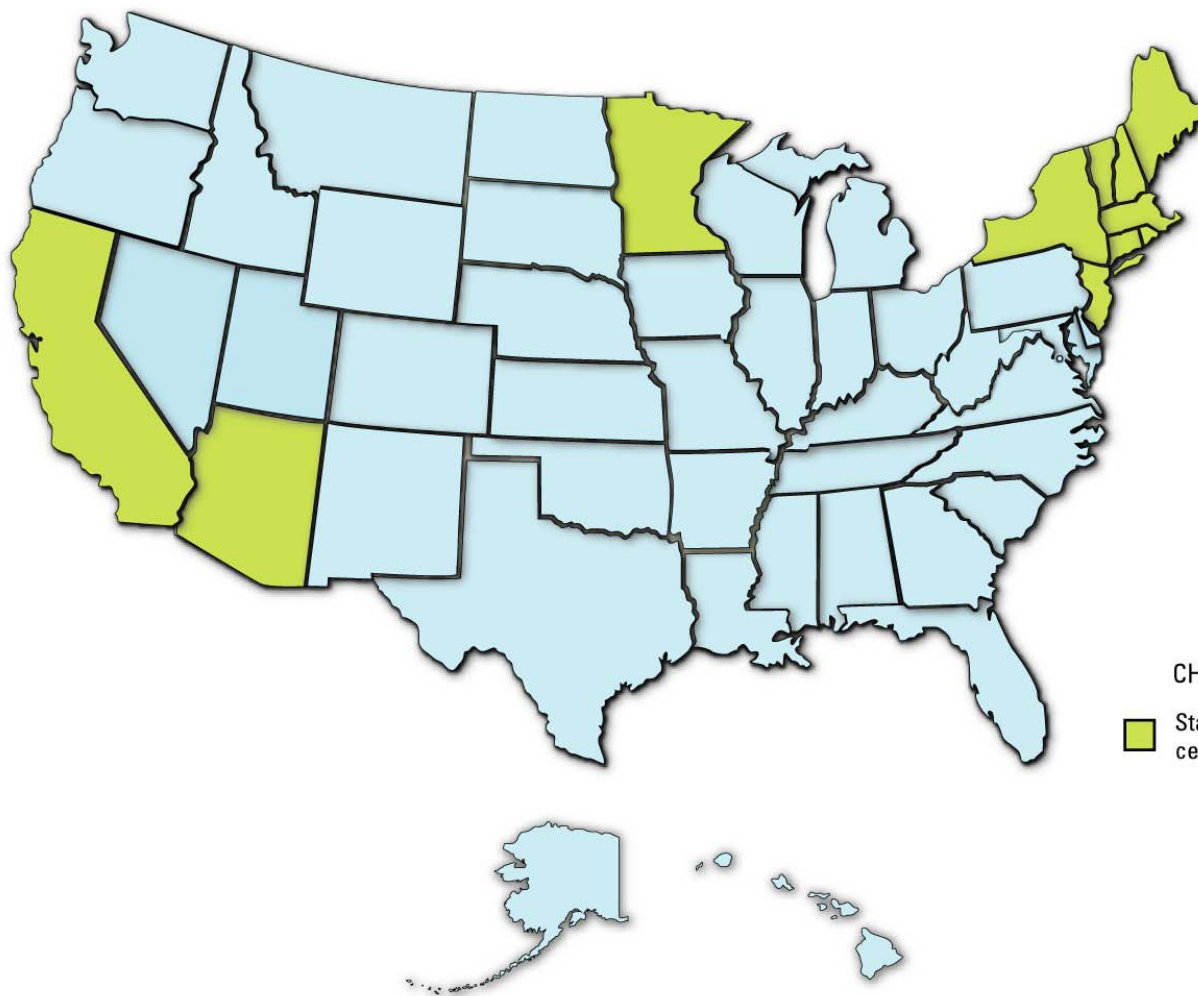
# The Regional View



- What are some of your largest markets?
  - Is there a difference in attitude among the different retailers and regions?
- How knowledgeable are retailers and manufacturers about regional utility rebates and incentives?
  - What are the barriers to participation?
  - What is the level of interest from the consumer?



# Regional Ceiling Fan Activity



## CHART KEY

- States with participating ceiling fan programs



# The Regional View (cont)



- Overview of IU, SMUD, and other programs
  - How do rebates/incentives work/help?
  - What are their limitations?
  - How do you work with manufacturers and retailers to promote ENERGY STAR qualified products?
  - What's worked well/what needs improvement?
  - What challenges exist for increasing demand for this product and showing savings?



# ENERGY STAR Challenges



- What are some of the challenges of:
  - Developing and carrying ENERGY STAR products?
  - Selling and marketing ENERGY STAR to the different customers: retailer, builder, consumer
- How has ENERGY STAR helped?
- How have regional utility programs helped?
- What can be improved?



# Opportunities Moving Forward



- Where does ENERGY STAR fit into all of this?
  - What are your goals as ENERGY STAR partners and supporters?
  - What is the role of ENERGY STAR in your efforts?
  - What markets are yet to be tapped into?
  - What's working, what's missing (and what do we want to do about it)?



# ENERGY STAR Marketing



- Web site changes
  - [www.energystar.gov/products](http://www.energystar.gov/products)
- General Media Outreach
  - NY Media Tour in March
- CA “Flex Your Power” campaign





# Cool Change Campaign



- Marketing Materials





# Cool Change Campaign



## What's more refreshing than lower energy bills?

ENERGY STAR® qualified ceiling fans move air 20% more efficiently than conventional models. This means you'll use less energy to get the same amount of cooling while also protecting the environment.


Ask one of our sales associates about what products we have to offer that have earned the U.S. government's ENERGY STAR.

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

To learn more, visit [www.energystar.gov](http://www.energystar.gov).




ASK ABOUT ENERGY STAR



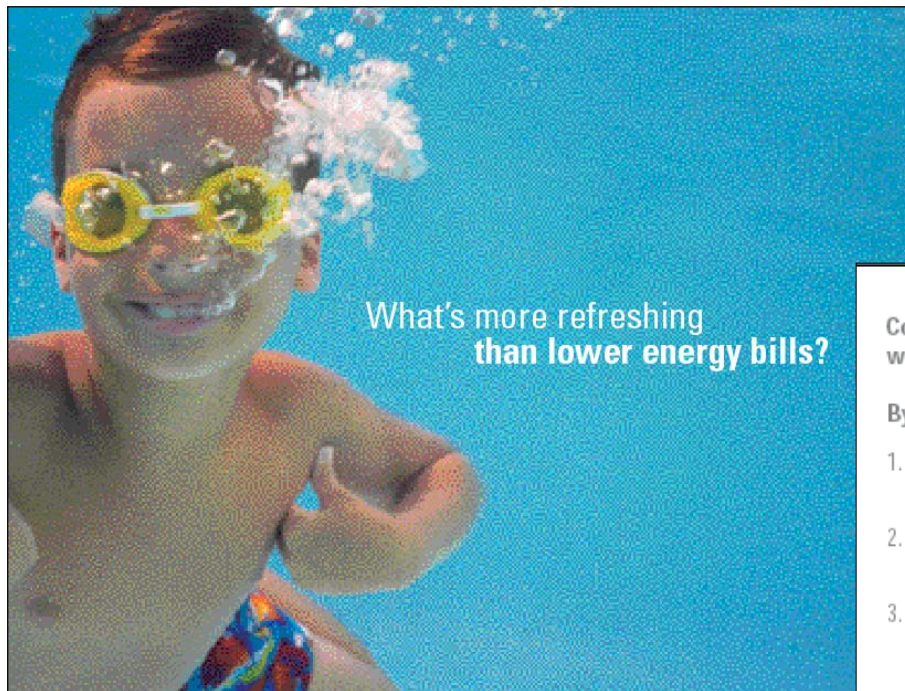
ASK ABOUT ENERGY STAR

what's more refreshing than lower energy bills?





# Cool Change Campaign



What's more refreshing  
than lower energy bills?

**Congratulations! Your new ceiling fan has earned the U.S. government's ENERGY STAR® which means it can save you money on your energy bills while protecting the environment.**

**By using this ceiling fan properly, you can save even more! Follow these three steps:**

1. To ensure the best air circulation, set your fan in the counter clockwise direction in summer and in the clockwise direction in winter.
2. Adjust the temperature on your thermostat when using your ceiling fan to save on cooling or heating costs.
3. Turn the fan off when you are not in the room. A ceiling fan doesn't cool a room, it only cools you by creating a windchill effect against your skin.

Look for the ENERGY STAR on more than 40 types of products.

**IF HALF OF ALL CEILING FANS IN THE UNITED STATES WERE ENERGY STAR® QUALIFIED,  
IT WOULD PREVENT AIR POLLUTION EQUAL TO TAKING ONE  
MILLION CARS OFF THE ROAD.**

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.  
[www.energystar.gov](http://www.energystar.gov)





# Cool Change Campaign



## • Training Materials



### ENERGY STAR® QUALIFIED CEILING FANS

#### KEY SALES MESSAGES:

##### ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > No sacrifice, same features

##### ENERGY STAR qualified ceiling fans:

- > Move air 20% more efficiently than conventional ceiling fans
- > Are 50% more energy-efficient when coupled with an ENERGY STAR qualified light kit

##### ENERGY STAR qualified light kits:

- > Come with energy-efficient compact fluorescent light bulbs (CFLs) that use 2/3 less energy than incandescent bulbs
- > Last up to 10 times longer than incandescent bulbs and only have to be changed once every 7 years

ENERGY STAR qualified ceiling fans can save consumers \$15-25 a year; qualified fan and light combinations offer the greatest savings.

#### TO MAXIMIZE ENERGY SAVINGS, SHARE THESE FOUR TIPS WITH YOUR CUSTOMERS

- 1 Ceiling fans cool people, not rooms – turn them off when leaving the room
- 2 Adjust your thermostat during fan use to save on air conditioning costs
- 3 For year-round savings, reverse the fan motor (clockwise) and operate on low speed in the winter to redistribute warm air
- 4 Hang the fan 8-9 feet above the floor for optimal airflow – minimum height requirement is 7 feet



FOR MORE INFORMATION:  
visit [www.energystar.gov](http://www.energystar.gov)



# Cool Change Campaign



- Co-marketing/Co-promotions with retailers
  - Fall 04 with CAL, CTW



# ENERGY STAR Marketing



- Change A Light campaign
  - Materials
  - Media
  - Retail co-promotions
- “Utility 101” calls
- New construction (ALP)
- What else should ENERGY STAR be doing to fill the gap



# Wrap-up



- Where do we go from here?
- What would we like to have done, by whom, by when, and what will that accomplish?
- How can we evaluate and measure success?