
SEARS HOLDINGS



Heat Pump Water Heater – Co-Branded Marketing

Green Leadership Team

October 2012

Co-Branding with Utility Partners



Heat Pump Water Heaters offer a great opportunity for our customers to save a tremendous amount of money annually on their utility bill as well as improve energy efficiency in their community.

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Co-Branding with Utility Partners

Utilities Have:

- Programs
- Web sites
- Rebates
- Tri-folds

CenterPoint Energy

Mail-in rebate \$50-\$900
on qualifying natural gas water heaters for CenterPoint Energy customers. See store associate for details.

QR Code

©2013 CenterPoint Energy (NYSE: CPD)

Hot Water, Cool Savings

<p>GE GeoSpring™ 50 Gal. Heat Pump Water Heater</p>	Regular Price	\$1,999	<p>Kenmore Elite™ 60 & 80 Gal. Heat Pump Water Heater</p>										
	5 Year Savings	-\$200											
	Instant Rebate*	-\$400											
	Utility Rebate/State Tax Credit**												
Final Cost		\$599	Final Cost										
			<table border="1"> <tr> <td>Regular Price</td> <td>\$1,999</td> </tr> <tr> <td>Sears Savings</td> <td>-\$500</td> </tr> <tr> <td>Instant Rebate*</td> <td>-\$400</td> </tr> <tr> <td>Utility Rebate/State Tax Credit**</td> <td></td> </tr> <tr> <td>Final Cost</td> <td>\$999</td> </tr> </table>	Regular Price	\$1,999	Sears Savings	-\$500	Instant Rebate*	-\$400	Utility Rebate/State Tax Credit**		Final Cost	\$999
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Final Cost	\$999												

24-MONTH 0% FINANCING AVAILABLE with up to \$1,000

UTILITY LOGO

*Instant rebate is provided by Smart Water Heat. By participating in the rebate program, Sears Holdings Corporation will show your purchase information with Smart Water Heat. To find a full list of terms and conditions visit SmartWaterHeat.org/Sears.

Central Hudson Gas & Electric Corporation

Home Energy SavingsCentral

Energy Efficiency Rebates for Residential Customers
Good for Your Budget and the Environment

Savings Central

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Co-Branding with Utility Partners

Utilities Need

- Products
- Showrooms
- Price tags



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A Co-branded Campaign

Multiple brands
Multiple incentives
Multiple locations

THIS IS
sears®



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A Co-branded Campaign

Hot Water, Cool Savings

Does energy efficiency pay off? Do the math!

	Initial cost	Yearly operating cost*
Traditional electric water heater:	\$400	\$518
GeoSpring™ hybrid water heater:	\$699 (after incentives)	\$198

Purchase a GeoSpring™ at Sears™ between June 19 and July 5 to qualify for **\$900** in incentives!




* Based on U.S. Government EnergyGuide estimated yearly operating cost for 50-gallon model.
** Valid at participating Sears stores.



**TOP-OF-THE-LINE WATER HEATER
BOTTOM LINE:
IT'S JUST \$599***

Sears sale price and a \$400 Smart Water Heat Instant rebate mean you can get the GE GeoSpring™ Hybrid Water Heater for just \$599. Government tax credits up to \$149.75 also available. See store or visit rebatefinder.com for details.

ACT NOW! OFFER EXPIRES OCTOBER 28
and get 24-month financing.
Participating Sears stores only.

THIS IS sears®
Visit Sears.com for the location nearest you.






*After mail-in rebate when replacing electric water heater. Excluding installation and taxes. Some restrictions apply. For residential customers of Puget Sound Energy only. For more information, visit smartwaterheat.org and cms.oregon.gov/energy.

Save a **hot \$550!**

For a limited time, you can save \$550 on a GE GeoSpring Hybrid Water Heater at Sears!

Regular Price	\$1,199.99
GE Instant Discount	-\$200.00
Mail-In Rebate	-\$350.00
PAY ONLY	\$649.99

PHOTO COURTESY OF GE

you could save as much as \$300* on your annual energy — a total savings of up to \$850 over the next year!

This limited-time offer **ends October 28th!**
energystar.gov

sears.com/SaveEnergy
1-800-353-5798





UPGRADE YOUR ELECTRIC WATER HEATER
Heat pump water heaters can save up to 50% on electric water heating costs without compromising your family's hot water needs.

GE GeoSpring™ 50 Gal. Heat Pump Water Heater

Regular Price	\$1,999
Sears Savings	-\$200
Instant Rebate*	-\$400
Utility Rebate/State Tax Credit**	
Final Cost	\$599

Kenmore Elite™ 60 & 80 Gal. Heat Pump Water Heater

Regular Price	\$1,999	\$1,999
Sears Savings	-\$300	-\$400
Instant Rebate*	-\$500	-\$600
Utility Rebate/State Tax Credit**		
Final Cost	\$799	\$999

24-MONTH 0% FINANCING AVAILABLE (see card #116 for details)

GE GeoSpring™

**This may be a rebate for a rebate from your local utility and/or a state tax credit. See your sales associate for more information.




Smart Water Heat. By participating in the rebate program, Sears Holdings Corporation will share your purchase of Smart Water Heat. To find a full list of terms and conditions visit SmartWaterHeat.org/Sears.

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A Co-branded Campaign

Simple Steps for Success



- ✓ Lean on what retailers do best: We SELL product.
- ✓ Listen to our marketing strategy: Allow price first, education second
- ✓ When you market with a retailer, EE products sell at a greater velocity.

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Creating Velocity Through The Retailer

- Win –Win –Win**

Customer	Utility	Retailer
Save on Product	EE Savings	Sales
Save on Energy Costs	Enhanced relationship with Customer	Enhanced relationship with consumer
Peace of Mind	Associated with savings for end user	Associated with EE solutions

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Creating Velocity Through The Retailer

- Sears consistently works to educate associates and customers in benefits of EE
- **Price = draw = opportunity to educate = transformation**

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Additional tools

The screenshot shows a web browser window displaying the 'Utility Program' website. The page features a navigation menu on the left with categories like 'Find Rebate Programs', 'Resources', 'Home Appliances', 'Home Improvement Product Services', and 'Consumer Electronics'. The main content area includes an 'ENERGY STAR PARTNER OF THE YEAR' badge and instructions for users, such as 'As a Blue Crew member you are expected to do the following:'. It also lists steps for participating in a specialized rebate program, including selecting a state and utility.



HYBRID WATER HEATER

MIN FOR CONDENSATION

up to 1 gallon per day...

nearby drain

OF SOUND ACCES

ect pump water heater heat pump operation d... ator fans. This may be d... water heater which m...

similar to the sound of... e sound is not constant... heater is recovering. In r... the sound is not an iss... ed in unoccupied areas... or basement.

- Fits into common indoor installation spaces like garages, closets, utility rooms, attics, basements, etc.
- Rooms smaller than 700 cu. ft. (10 x 10 x 7) require a lowered door or other access to additional ventilation.
- All new water heaters must be installed in accordance with national and local plumbing codes.
- Check if customer's home meets installation location requirements

- Installation in a utility closet near a bedroom or occupied living space should take the sound factor into consideration.
- Check if customer says yes

For detailed information and additional savings go to geappliances.com/GeoSpring. The more items you have checked, the more likely the customer is ready to buy a GeoSpring hybrid water heater and save \$325 every year.*

*Based on DOE test procedure and comparison of a 50-gallon standard electric tank water heater using 40% energy costs. The GeoSpring hybrid water heater using 13.2% less energy per year.



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Kenmore Elite® ENERGY STAR® Electric Product



- 10-YEAR LIMITED TANK AND PARTS WARRANTY
- 1-YEAR LABOR WARRANTY
- Kenmore Elite® Hybrid Electric combines the technologies of heat pumps and standard electric water heaters.
- Saves 60% or more in annual operating cost.
- ENERGY STAR® qualified electric water heater. Energy Factors as high as 2.40.
- Easy to use touch pad with four operating modes. So simple, no explanation is necessary.
- Maintenance free powered anode. Protects the tank and never needs replacement.
- Innovative design to extract heat from even the most extreme geographies.
- Water temperature settings adjustable from 95° to 150°.
- Washable, horizontally side-mounted air filter for easy access.
- Environmentally friendly, R134a refrigerant.
- FACTORY-INSTALLED TEMPERATURE AND PRESSURE RELIEF VALVE.
- 60- and 80-gallon capacities available to meet your family's hot water needs.

* Tax incentives may be available. Consult your tax advisor.

Kenmore Elite® Hybrid Electric

Item #	Capacity	Energy Factor by Mode	First Hour Rating by Mode	Dimensions	Shipping Weight (lbs)	Annual Cost of Operation
32196	40 Gal	2.40	2.33	51" x 68" x 24 1/2"	332	\$201
32198	80 Gal	2.30	2.33	70" x 64" x 24 1/2"	410	\$201

150 PSI working pressure
Water Connections: Side Plumbed 3/4" NPT

Available Special Order (RSOS), Delivery 7-14 days. See associate for assistance.
*See sales associate for warranty details.

Available as Special Order (RSOS), Delivery 7-14 days

In Closing

- Expect an increase in sales traffic
- Utilize our knowledge of our customer base to market to them
- Create a Sense of Urgency – don't let them miss a great deal!

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