



Marketing Strategies:
Residential Light Fixtures & Decorative Light Strings
Alex Baker, US EPA

ENERGY STAR Lighting Partner Meeting
Phoenix, AZ
February 25 – 27, 2008



Lithonia Lighting: Florentine Vanity



Progress Lighting: Avalon Series



**Hinkley Lighting:
Hematite Reef
Outdoor Lantern**



**MaxLite:
SKFG18SMCOBGU24**



SKF26SMCWMW

**Sea Gull Lighting:
Acadia Misted Bronze**





**American Fluorescent:
AEP Satin Aluminum**



Dolan Designs: Barton Outdoor Collection

**Minka Group:
Lugarno Square**





Satco Lighting: Moulan Collection



**Prescolite: Litebox
IBX26ICATDM
Dimmable 26W Recessed**



MaxLite: SKF26DLMT



SKF26DLCT

**Minka Group:
Paradox Series**





**Savoy House:
Chatsworth Family**



**Sea Gull Lighting:
Montclair Series**



Progress Lighting: Villa Cortona

**Hinkley Lighting: Vintage
Black Ledgewood
Outdoor Lantern**



Dolan Designs: Colfax Bath Collection



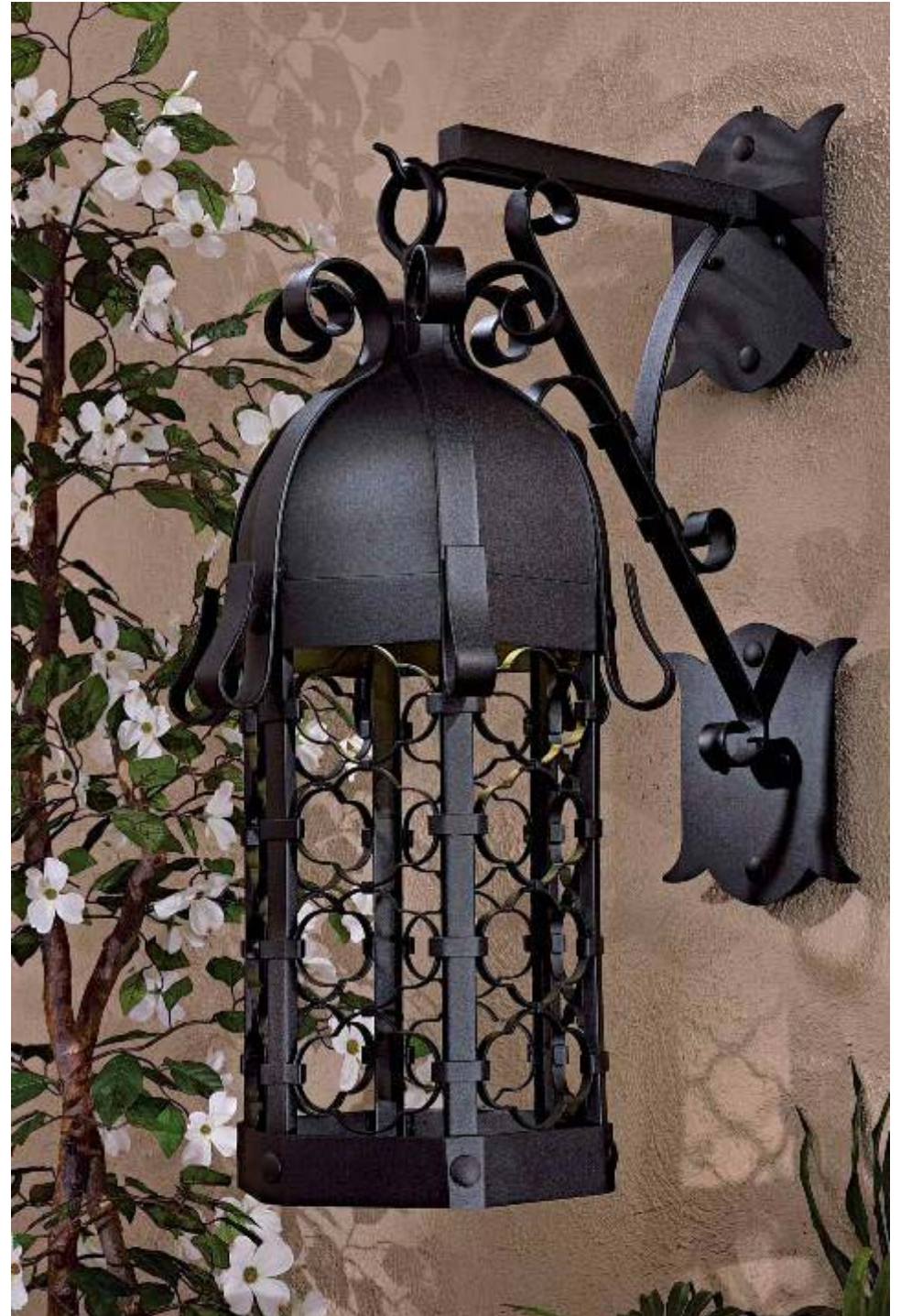


**Progress Lighting:
Roman Coach**



**MaxLite:
SKFG70TL3ABK
Three-way GU24 torchieres**

**Minka Group:
Montablo
Dark Skies Qualified**





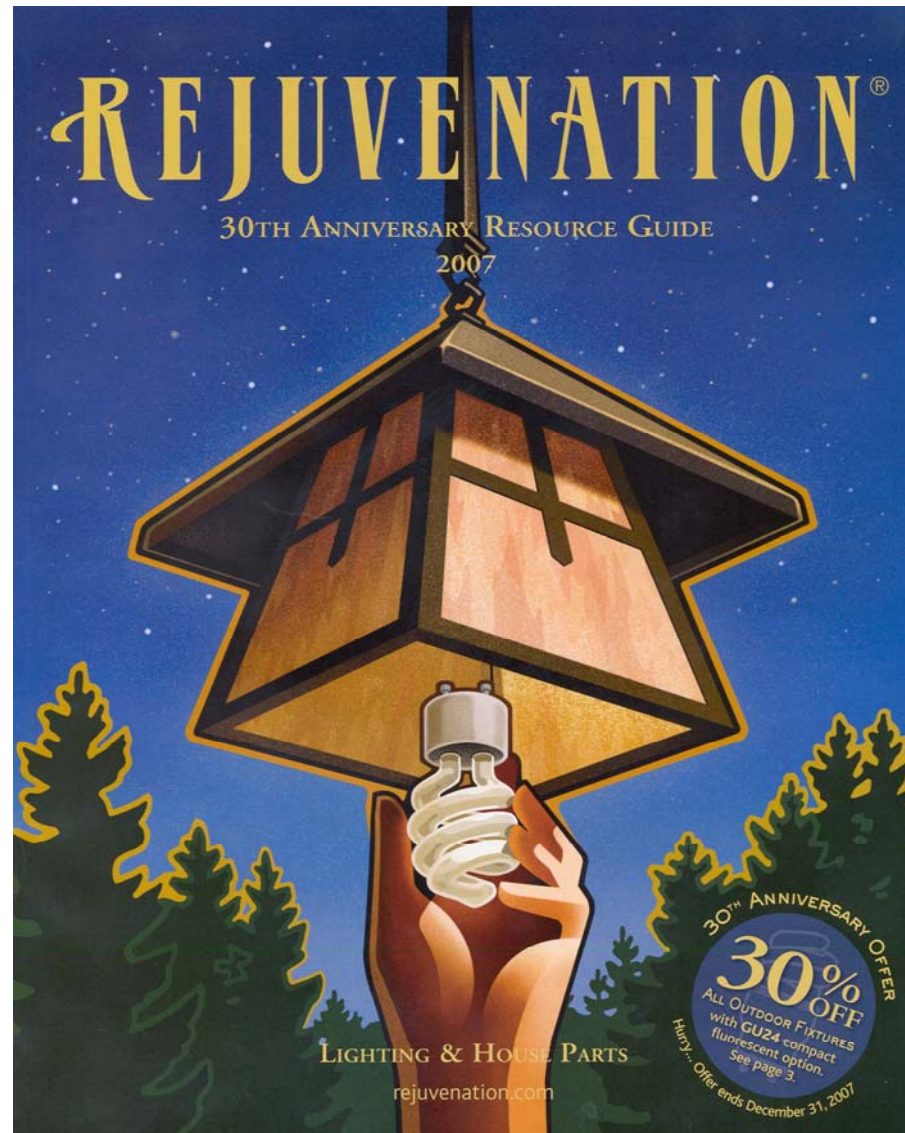
**Lithonia Lighting:
Florentine Pendant**

**Savoy House:
Deerings Lantern**

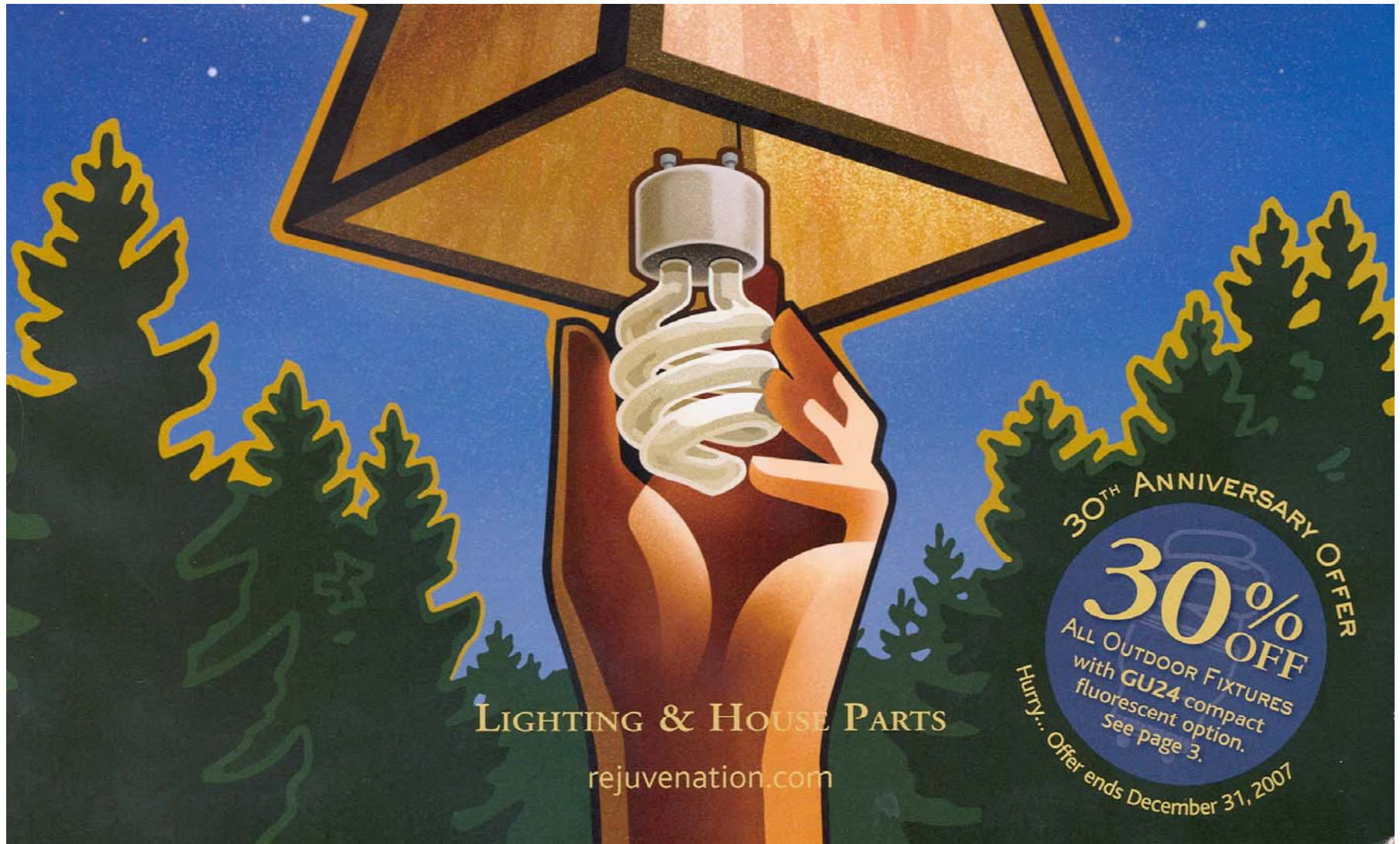


Nice Work!

New Partner: Rejuvenation Inc.



New Partner: Rejuvenation Inc.

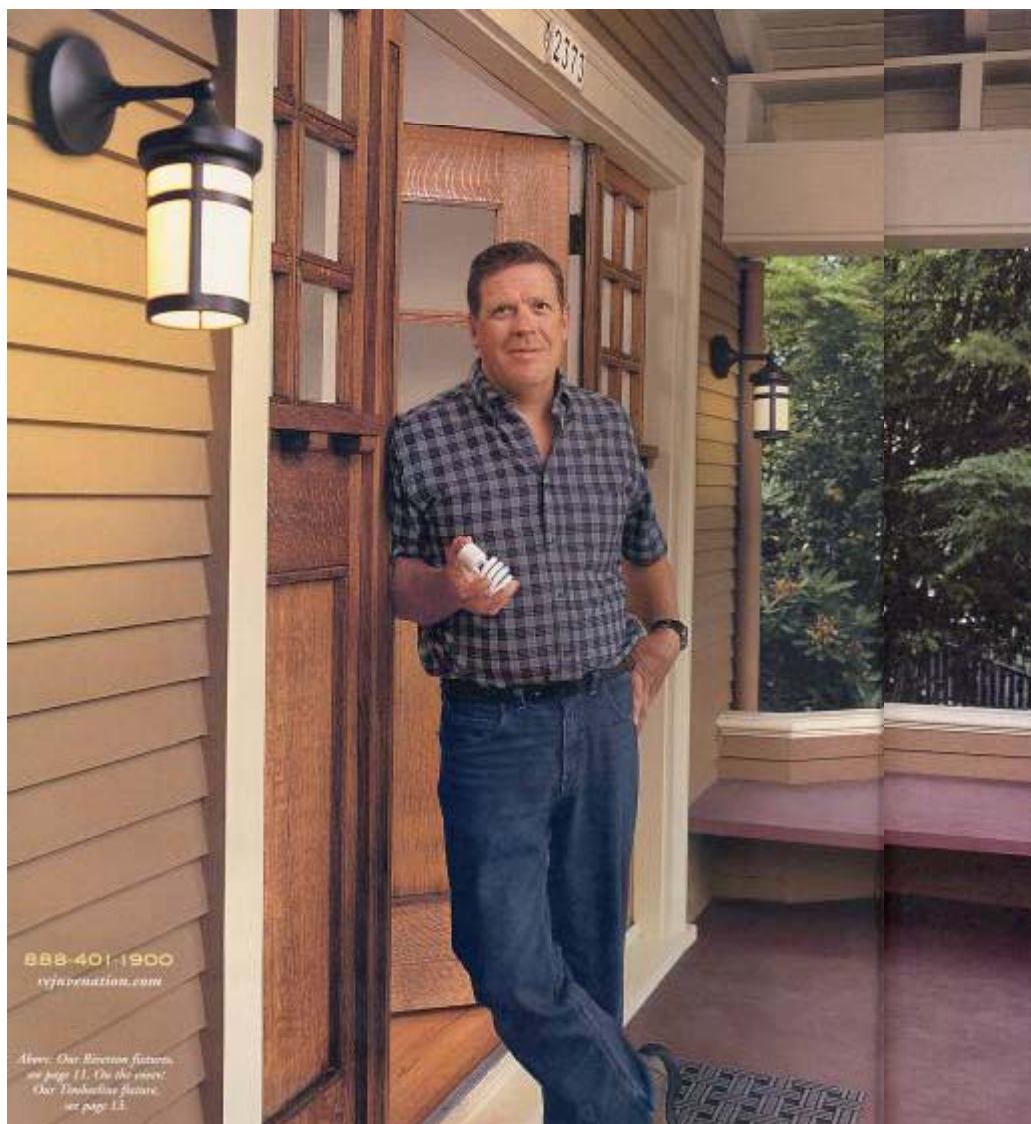


LIGHTING & HOUSE PARTS

rejuvenation.com

30TH ANNIVERSARY OFFER
30% OFF
ALL OUTDOOR FIXTURES
with GU24 compact
fluorescent option.
See page 3.
Hurry... Offer ends December 31, 2007

New Partner: Rejuvenation Inc.



888-401-1900
rejuvenation.com

*Always: Our Rejuvenation fixtures
are page 11. Do the same!
Our Rejuvenation fixtures
are page 11.*

Adjust wattage by
simply changing the
bulb, not the fixture

No additional cost
for fixtures with
the GU24 option



Bulbs last up to 10
times longer, produce
70% less heat, and
use 1/3 the energy

New Twist-and-lock
installation makes bulb
replacement simple

GU24

WHEN I FIRST HEARD THE TERM "GU24" I wondered if it was the code name for a deadly new virus. In reality, it is a new standard for energy-efficient compact fluorescent bulbs and sockets. GU24 light fixtures meet the latest code requirements (as outlined in California's Title 24) and won't accept incandescent bulbs. Not only are these new bulbs a far cry from the flickering fluorescents of the past, they also work well and look great in the majority of our fixtures.

Offering this technology brings Rejuvenation full circle. With our roots as salvagers and home restorers/recyclers, "sustainability" is in our DNA. That's why we are thrilled — finally — to be able to offer an energy-efficient technology that doesn't detract from the beauty of our 19th- and 20th-century lighting or add

to the cost of the fixtures. Two caveats; compact fluorescents are still imperfect for some uses (most are not dimmable). And the bulbs themselves contain small amounts of mercury so should be disposed of properly.

Choose a porch light without a screw-in socket and we'll honor you with a great deal. Help us celebrate our 38th anniversary by investing together in a better future — by taking advantage of our 30th Year, 30% Special Offer below.

Jim Kelly, Owner & Founder

30TH ANNIVERSARY GU24 OFFER

Purchase any of our **OUTDOOR FIXTURES** (shown on pages 4-15) with the new **GU24** compact fluorescent option and save

30% OFF
the fixture price.

Offer good through December 31, 2007. Shades and bulbs sold separately. No other discounts apply. For complete details go to rejuvenation.com/GU24 or call 1-888-401-1900.

GU24 bulbs on page 155. View all of our GU24 bulb options online at rejuvenation.com/GU24bulbs. 3

Leviton 9860: Qualified Keyless Socket



- Retail: \$14.99 to \$16.99
- Available at The Home Depot
- Pre-Launched in 2007: sold 104,000 units
- Launch Date: March 1, 2008



Good Earth Lighting




Good Earth Lighting



An Idea for Retail




The ENERGY STAR Advanced Lighting Package



LEARN MORE AT
energystar.gov

THE ENERGY STAR® ADVANCED LIGHTING PACKAGE

The Advanced Lighting Package —
distinguishing your homes above
all others.



Photograph Courtesy of Lighting Research Center (LRC). Photographer: Michael Kalis.

- A valuable marketing tool to promote energy efficient residential lighting infrastructure
- A way for builders to distinguish their products
- A simple way for utilities & EEPS to incentivize efficient lighting infrastructure
- Adopted by:
 - U.S. Green Building Council's LEED for Homes
 - National Association of Home Builders' Green Building Guidelines
 - Green Building Initiative
 - Built Green Colorado
 - Wisconsin Green Built Home
 - California Build It Green

The ENERGY STAR Advanced Lighting Package



Old ALP Definition:

50% of Fixtures in High-Use Rooms
+ 25% of Fixtures in Medium-Use Rooms
+ 50% of Outdoor Fixtures

= 21 Fixtures (example)



x 2.5 Number of baths



+1627 House number



÷ 6 Number of beers



???????

The ENERGY STAR Advanced Lighting Package



New ALP Definition (2007):

60%+ of hard-wired fixtures are
ENERGY STAR qualified
(indoor and outdoor combined)

100% of all ceiling fans are
ENERGY STAR qualified

Ceiling fan & vent fan light kits count towards
60% requirement



The ENERGY STAR Advanced Lighting Package



This BENNETT HOMES House features the ENERGY STAR® Advanced Lighting Package

This Bennett Homes house features the ENERGY STAR **Advanced Lighting Package**, which means that more than 60% of the light fixtures and all of the ceiling fans are ENERGY STAR qualified.

The benefits of the ENERGY STAR **Advanced Lighting Package** include:

- Save more than \$170 per year in energy costs by selecting a home with the **Advanced Lighting Package**.*
- ENERGY STAR qualified fixtures use approximately 75% less energy than standard incandescent fixtures.
- ENERGY STAR qualified light fixtures generate about 75% less heat, reducing expensive home cooling needs and keeping you more comfortable.
- Light bulbs in ENERGY STAR qualified light fixtures last about ten times longer than standard incandescent bulbs. This means fewer bulb changes in hard to reach places.
- ENERGY STAR qualified light fixtures carry two-year warranties – twice the industry average.



With an ENERGY STAR **Advanced Lighting Package**, 6 out of 10 light fixtures and all ceiling fans are ENERGY STAR qualified, using less energy, saving you money and keeping your family more comfortable.

By including the ENERGY STAR **Advanced Lighting Package**, Bennett Homes helps reduce greenhouse gas emissions and saves customers money on their utility bills.

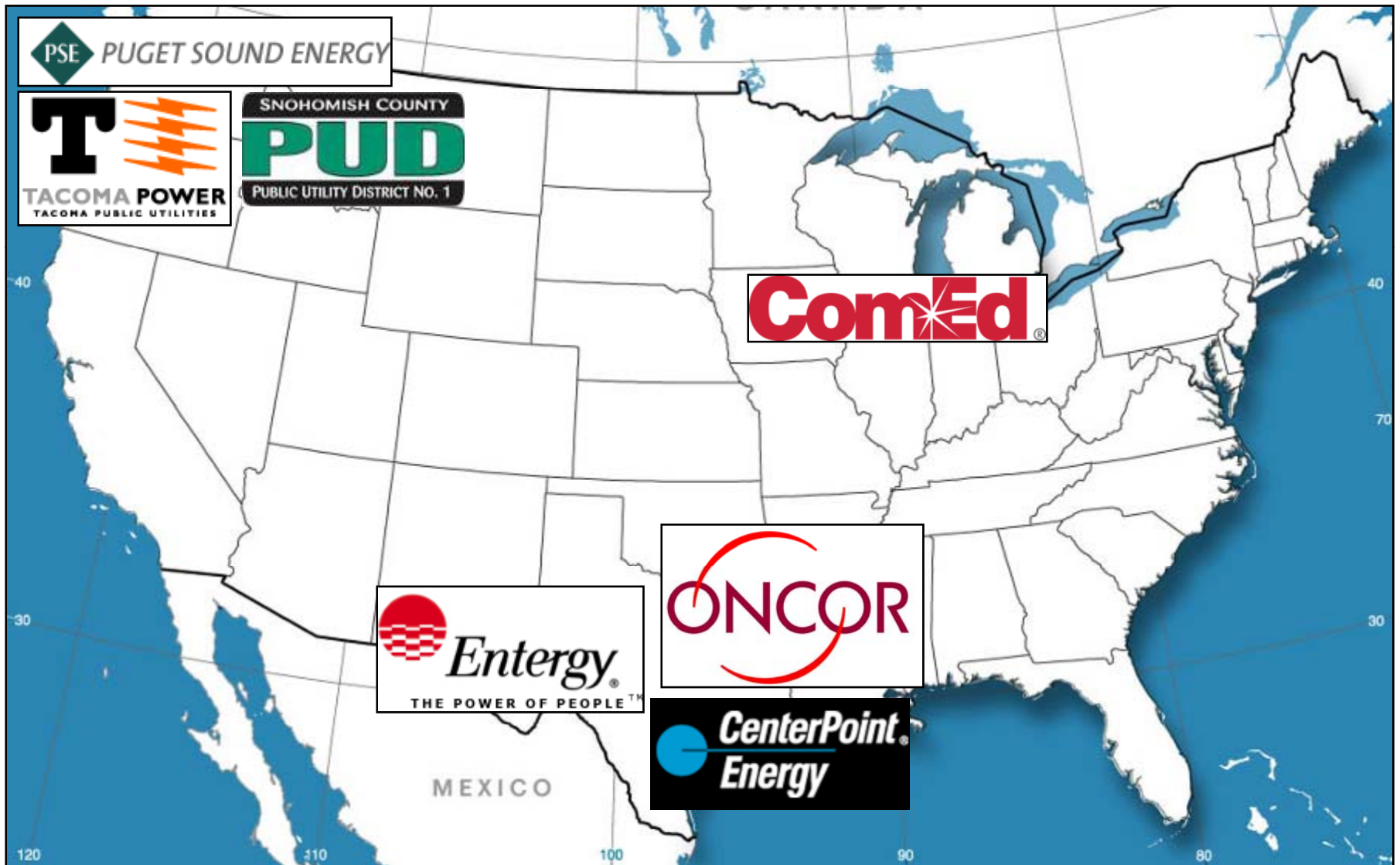
*Assumes an Advanced Lighting Package consisting of 10 ENERGY STAR qualified fixtures, operating 3 hours per day, at 10 cents per kilowatt hour. All savings estimates are on average and subject to local utility rates.

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



- ALP success: training suppliers is critical
- EPA can provide training:
 - Builders
 - Electrical Distributors
 - Showrooms
- Available:
 - Promotional Language
 - ENERGY STAR Training Center Module
 - Case Studies
 - Promotional Literature

The ENERGY STAR Advanced Lighting Package



PSE PUGET SOUND ENERGY

T
TACOMA POWER
TACOMA PUBLIC UTILITIES

SNOHOMISH COUNTY
PUD
PUBLIC UTILITY DISTRICT NO. 1

ComEd

 **Entergy**
THE POWER OF PEOPLE™

ONCOR

 **CenterPoint**
Energy

Oncor and the Advanced Lighting Package



- Expanded state-mandated energy efficiency goals
- \$50 per home direct-to-builder incentives
- Sept to Dec 2007: 75 builders recruited through regional meetings



Oncor and the Advanced Lighting Package

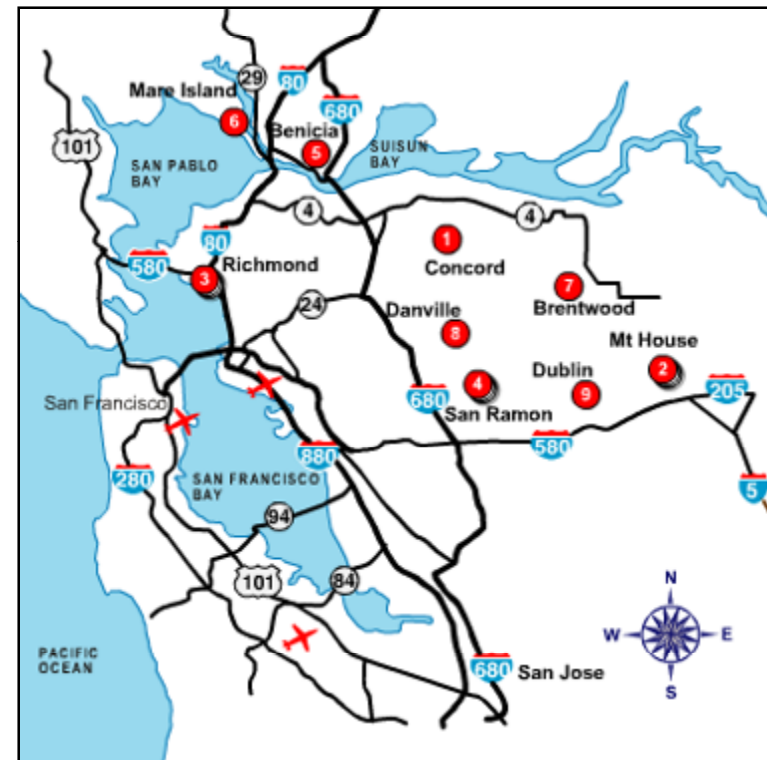


- Kim Hooper
Program Manager
Oncor Electric Delivery
- 1,110 ALPs committed
- ~ 23,000 Fixtures
- 1,800 kWh & \$260
saved annually per
home
- 2M kWh permanently
avoided!

Lennar Homes and the Advanced Lighting Package



- Bay Area, California
- Seeking market separation
- Lennar differentiates with energy efficiency
- Cost not a consideration; comparable pricing
- Average of 40 qualified fixtures / home



LENNAR®

Lennar Homes and the Advanced Lighting Package



- ALP-equipped homes closed:
 - 821 in 2006
 - 757 in 2007
- ~ 63,000 qualified fixtures
- ~ 3,600 kWh and \$600+ saved annually/home
- 5.6M kWh load permanently avoided

Lennar Homes and the Advanced Lighting Package



ENERGY STAR

SPECIAL RECOGNITION—
EXCELLENCE IN LIGHTING PROMOTION

2008 ENERGY STAR® Awards

Lennar Homes— Bay Area, California

The U.S. Environmental Protection Agency extends its appreciation to Lennar Homes—Bay Area, California for its commendable industry leadership and continued dedication to reducing greenhouse gas emissions through its implementation and active support of the ENERGY STAR Advanced Lighting Package.

Kathleen Hogan
Director, Climate Protection Partnerships Division
U.S. Environmental Protection Agency

BC Hydro



START EARNING YOUR GIFT CARDS TODAY

Our gift cards vendors include*:

Accent Inns Limited
Aston-Pacific Resort Inn
Chevron Canada
Coast Hotels
Fairmont Hot Springs Resort Ltd.
Fairmont Hotels and Resorts
Famous Players
Future Shop
Hampton Inn and Suites
Harrison Hot Springs Resort Hotels Ltd.
Home Depot
Hudson's Bay Company
Husky Oil
Intrawest Corporation (Whistler/Blackcomb)
Listel Canada (Robson St./Whistler)
Maritime Travel at The Bay
Marriot Residence Inn Vancouver
Northview Golf and Country Club
Overwaitea Food Groups
Pacific Sands Resort Limited
Petro-Canada
Ramada Inns, Travelers Inn (Canada) Ltd.
Save-on Foods
Sears
Sears Travel
Starbucks
The Westin Resort Spa
Vision 2000 Travel Group
Whistler Village Suites
White Spot
Zellers



** Participating gift card vendors are subject to change without notice. Special conditions may apply to some vendors.*

FOR MORE INFORMATION CONTACT

Wayne Cousins
Retail Accounts Manager
BC Hydro
Phone 604 453-6386
Email wayne.cousins@bchydro.com



- Targets the showroom sales staff
- Showrooms stock qualified fixtures
- Showrooms submit proof of sale to BC Hydro
- Points calculated by number of sockets, total wattage
- 1 Point = \$1 CAD

BC Hydro



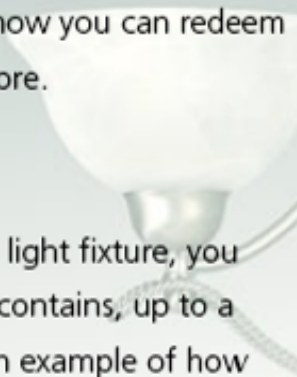
WHAT DO YOU EARN?

Each point is worth \$1 in gift cards. You can redeem your points for gift cards of your choice from our extensive list of participating vendors. Our partners include major retailers, hotels, gas stations and travel agents.

Ask your manager for more information on how you can redeem your points and what SKUs qualify in your store.

HOW ARE POINTS EARNED?

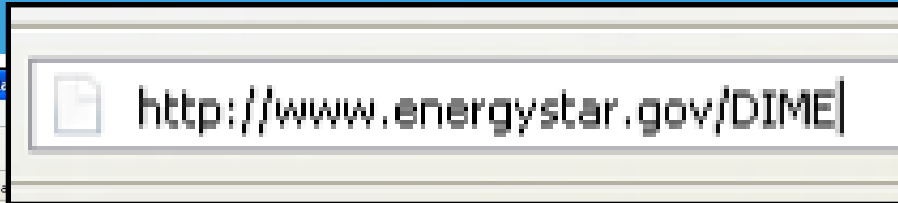
Each time you sell a qualifying ENERGY STAR light fixture, you will earn 5 points for each socket the fixture contains, up to a maximum of 4 sockets or 20 points. Here's an example of how quickly points can accumulate:



Description	Sockets	Number of Points	Total Points
Indoor Wall-Mounted Light Fixture	4 sockets:	$5 + 5 + 5 + 5$	= 20 points
Indoor Ceiling Mounted Light Fixture	2 sockets:	$5 + 5$	= 10 points
Total points earned from this sale			= 30 points

BC Hydro 
powersmart

DIME Tool



The screenshot displays the ENERGY STAR website's "DIME" tool interface. At the top, there is a navigation menu with links for "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". The main content area is titled "Database for Incentives and joint Marketing Exchange" and includes a search bar and a "Go" button. Below this, there are sections for "All Appliance Opportunities", "All Heating & Cooling Equipment Opportunities", and "All Home Improvement Product Opportunities", each with a list of product categories and links. A "Join ENERGY STAR" section is also visible. The footer contains a "Disclaimer" and an "Email This Page" button.

ENERGY STAR BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs Search Go

ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Partner Resources Home > Partner Resources

Manufacturers Database for Incentives and joint Marketing Exchange

Retailers This tool is to help manufacturers and retailers identify regional incentive and marketing opportunities for promoting ENERGY STAR qualified products and to enable all partners to coordinate with the appropriate contact from other partner organizations on promotional opportunities.

Builders, Lenders, Raters & Sponsors of New Homes

Utilities/EEPS What you can do:

Service & Product Providers Look up Incentives and Marketing Opportunities and their contacts for the following products:

Buildings & Plants

- [All Appliance Opportunities](#)
 - [Clothes Washer](#)
 - [Dehumidifier](#)
 - [Dishwasher](#)
 - [Refrigerator](#)
 - [Room Air Conditioner](#)
- [All Heating & Cooling Equipment Opportunities](#) - includes opportunities for boilers, central air conditioners, furnaces, heat pumps, and programmable thermostats
- [All Home Improvement Product Opportunities](#) - includes opportunities for windows and insulation

Small Businesses

- [All Lighting Product Opportunities](#)
 - [Ceiling Fan](#)
 - [CFL](#)
 - [Light Fixture](#)

Congregations

For Contractors

For Federal Agencies

Join ENERGY STAR

Use the [Advanced Search](#) to further customize your search by state, timeframe, campaign, and opportunity.

If you are a retailer or manufacturer partner and have opportunities you would like to share via this public tool, please contact your ENERGY STAR account manager or send an e-mail message to info@energystar.gov.

Disclaimer: EPA and DOE do not provide financial incentives for promoting or purchasing ENERGY STAR qualified products. This tool is provided as a courtesy to share information with partners on the financial incentives available from utilities and other energy-efficiency program sponsors. Please direct your questions and comments about these incentives to the requesting organization or sponsor.

Done

Super Awesome Lighting Inc.



Easy steps to ENERGY STAR Lighting Fixture REBATES
Alliant Energy for all of Iowa
January 1, 2008 - December 31, 2008

Available Incentive: \$20 Rebate for all ENERGY STAR qualified light fixtures. Max. of 5 pin-based fixtures per residential account, for non-residential T-5 and T-8 replacement projects > 5 fixtures call 1-866-255-4268 for rebate details and alternate claim form.

1. Cut UPC Code and ENERGY STAR logo from each product box
2. Fill out "2007 Rebate Claim Form - Iowa Lighting" at <http://www.alliantenergy.com/docs/groups/public/documents/pub/p015696.pdf>
3. Mail forms and attachments within 30 days of installation to:
 Alliant Energy
 IP&L
 Energy-efficiency programs
 P.O. Box 351
 Cedar Rapids, IA 52406-0351

One-Pagers From Manufacturer To:

- Showrooms
- Electrical Distributors

To Share With:

ENERGY STAR Qualified Products from Super Awesome Lighting:

- Builders / Contractors
 - Consumers
- Awesome Series, Radical Series, Superfresh Series, Baker Series, Banwell Series, Karney Series, MacRae Series, Tomlinson Series, Primous Series, Burt Reynolds Series, Smurf Series, Sassy Series, Pumpkin Series, Zoey Series

ENERGY STAR - Mozilla Firefox

File Edit View History Bookmarks

Home > Partner Resources

Database for Light Fixture Joint Marketing Light Fixture Consumer Incentives

New Search Advanced Search

Results 1 - 20 of 44 | Next

Sponsor	Incentive Type
Alliant Energy	Rebate - Mail-in
Atlantic City Electric	Rebate - Instant
Austin Utilities	Rebate - Mail-in
Bloomington Prairie Public Utilities	Rebate - Mail-in
Cape Light Compact	Rebate - Instant
Connecticut Light & Power	Rebate - Instant
Connecticut Light & Power	Rebate - Instant

Done

PDF Adobe

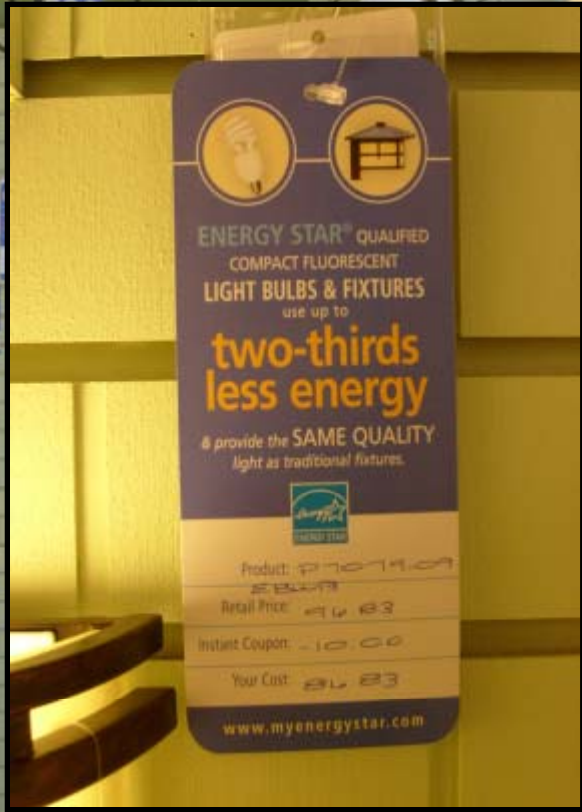
Efficiency Vermont & Green Mountain Electric Supply



- One year pilot with option to extend
- Showroom selected initial product
- Included two Lighting for Tomorrow winners
- Efficiency Vermont paid 50% of wholesale (\$4K cap)
- Provided coop marketing contribution

A stylized graphic of a mountain range in shades of green, with a horizontal bar below it. The text "Efficiency Vermont" is centered over the mountain.

Efficiency Vermont



Seattle Lighting



- Promoting qualified fixtures since 2003
- Recipient: Recognition for Excellence in Lighting Retailing Award, 2007
- Exceeded goals for 2007, set aggressive goals for 2008

Seattle Lighting



- Stocks 100+ qualified models
- 260+ models on www.destinationlighting.com
- Design Classics: converted best selling incandescent collections to GU24 sockets



Seattle Lighting



**We've Seen the Light...
Have You?**

Seattle Lighting has gone GREEN!

With help from Seattle City Light, we've switched to Energy Star[®] compact fluorescent light bulbs in many of our showroom fixtures!

 Seattle Lighting

 Seattle City Light

A graphic featuring a compact fluorescent light bulb (CFL) on the left. The bulb is white with a blue Energy Star logo on its base. The background is a dark purple gradient. The text is in white and green. The Seattle Lighting logo is a stylized flame, and the Seattle City Light logo is a stylized sun.

Seattle Lighting



Seattle Lighting



**Do your part
for the planet**

**RECYCLE
YOUR CFLs HERE**



EACH **50¢**

**COMPACT FLUORESCENT BULBS CONTAIN MERCURY -
DO NOT PUT THEM IN THE GARBAGE**



Seattle Lighting



Three Ways to Shop • IN STORE • ONLINE • PHONE

Energy Efficient Lighting

KEYWORD: "Energy Star"

A. Phoenix Mini Pendant
Energy Star® Deep Bronze finish with Golden glass, 18 inches tall, includes one 13-watt bulb.
Item No. 228470
\$59.95

B. Phoenix Chandelier
Deep Bronze finish, 26 inches wide, six 13-watt fluorescent bulbs included.
Item No. 228610
\$249.95

C. Energy Star® Wall Light
Oil Rubbed Bronze finish with acrylic diffuser, 21 inches tall, includes two 18-watt bulbs for indoor/outdoor use.
Item No. 259285
\$49.95

D. La Mirage Lantern
Winchester Bronze finish with Golden glass, 8 1/2 inches tall, 18-watt bulb is included.
Item No. 246421
\$69.95

E. Vintage Outdoor Lantern
Vintage Winchester Bronze finish with Arizona glass, 13 1/2 inches tall, one 13-watt bulb included.
Item No. 246505 Regular \$94.95
\$69.95

Energy Savings with Lithonia®

Never step into a dark room again!

F. Energy Star® Bathroom Light
With an Antique Bronze finish and two tea-stained glass shades, this fixture can be mounted facing up or down. 7 1/2 inches wide, includes two 13-watt fluorescent bulbs.
Item No. 238877
\$89.95

G. Motion Sensor Ceiling Light
This Energy Star® compliant 360-degree motion sensor fixture. Perfect in a utility closet or basement, this light is 18 1/2 inches in diameter and includes a 22-watt and 32-watt T9 CFL bulb.
Item No. 94007
\$79.95

H. Energy Star® Mini Pendants
Your choice of Blue, Amber or White satin-etched glass, Satin Nickel finish, 6 inches tall, 13-watt bulb included.
Item No. 94013, 94015, 94013
\$39.95

LITHONIA LIGHTING

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www.SeattleLighting.com • (800) 689-1000

- Coop advertising support:
 - NW ENERGY STAR Homes
 - Puget Sound Area Utilities
- Advertised in nine regional newspapers
- Print advertising reached 6.7M customers
- Ran 150 television spots on broadcast and cable

Seattle Lighting

The advertisement features a dark blue background with a night sky. In the upper left, Santa Claus is shown in his sleigh, pulled by reindeer, flying across the sky. Below the sleigh, a view of the Earth from space is visible. The Seattle Lighting logo, a green square with a white flame-like symbol, is positioned to the left of the company name. The text "Proud sponsor of Seattle's Greenest Tree." is written in green. The main headline "Fashionable, Affordable and Green!" is in a large, green, serif font. Below this, the text "Experience Seattle's finest collection of attractive Energy Efficient Lighting." is written in green. In the bottom right corner, there is a small Energy Star logo and the text "Energy Star® Special Recognition - Excellence in Lighting Retailing" in blue. The website address "www.SeattleLighting.com" is written in blue at the bottom right.

 **Seattle Lighting**

Proud sponsor of Seattle's **Greenest Tree.**

Fashionable, Affordable and Green!

Experience Seattle's finest collection of
attractive **Energy Efficient Lighting.**

Energy Star® Special Recognition -
Excellence in Lighting Retailing 

www.SeattleLighting.com

Seattle Lighting



Seattle
Lighting



Decorative Light Strings



DLS Trade-In Events



DLS Trade-In Events



DLS Trade-In Events



DLS Trade-In Events



DLS Trade-In Events



DLS Trade-In Events



DLS Trade-In Events





Thank You!

Alex Baker

Lighting Program Manager:
Residential Light Fixtures
Ceiling Fans
Vent Fans
Decorative Light Strings

(202) 343 - 9272
baker.alex@epa.gov