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## Lighting Universe: Capturing Builder Sales With ENERGY STAR® Residential Light Fixtures and The Advanced Lighting Package

Lighting Universe, a showroom in the Puget Sound region of Washington State, is home to Jennifer Rubens, a strong proponent of ENERGY STAR residential light fixtures. In 2006, Jennifer Rubens observed that ENERGY STAR qualified fixtures were a growing part of their overall showroom sales, recognized that ENERGY STAR could be a key to capturing new builder clients, and set out with a plan to increase builder sales. To prepare for the sales growth, Jennifer worked with the purchasing department and the showroom managers to increase the ENERGY STAR qualified fixtures stock and displays. Then she started calling on area builders to promote ENERGY STAR qualified light fixtures.

Working with local utilities, Jennifer Rubens and Vernon Learned (Lighting Universe's Regional Showroom Manager), developed a plan to capture additional ENERGY STAR sales. The plan included increasing Jennifer and Vernon's own knowledge of ENERGY STAR residential light fixtures and educating their colleagues at Lighting Universe. Another key element of the marketing plan was to hold an open house and training session for area builders. Jennifer and Vernon wanted area builders to learn about ENERGY STAR qualified fixtures, product features and benefits, and how to market qualified fixtures to potential home buyers. The open house also gave builders a chance to meet Lighting Universe's staff, tour the showroom, and view the lighting displays.



*Jennifer Rubens reviews marketing ideas with a local utility program implementer*

***“Builders are looking for ways to set themselves apart from the competition. Educating them on the features and benefits of ENERGY STAR qualified fixtures and working with them to develop attractive fixture packages gave Lighting Universe a way to capture their business.” Jennifer Rubens, Builder Sales, Lighting Universe.***

Lighting knowledge, qualified sales people, good fixture selection, and attractive displays were always part of Jennifer's sales plan. Adding ENERGY STAR residential light fixtures and the Advanced Lighting Package to the mix provided them with the ability to meet the needs of energy conscious home buyers and “green” builders. Jennifer and Lighting Universe now offer ENERGY STAR qualified fixtures not as an alternative, but as the best choice for meeting today's lighting needs.

## Marketing the Advanced Lighting Package

Puget Sound area electric utilities promote and support the Advanced Lighting Package. To qualify, a home's lighting package must include at least 60% ENERGY STAR qualified light fixtures, and all ceiling fans must be ENERGY STAR qualified.

Each Advanced Lighting Package installation receives an Advanced Lighting Package Declaration from the U.S. Environmental Protection Agency (EPA). The Declaration includes information on the features and benefits of ENERGY STAR qualified fixtures and is customized by EPA with the builder's name and logo, the house address, anticipated energy savings, warranty information, and the environmental message. The Declaration can be displayed in a model home and can be presented to homeowners upon purchase of the model home, or any home featuring the ENERGY STAR Advanced Lighting Package.

## Capturing Builders

During the open house for builders, Jennifer and Lighting Universe staff emphasized how they can assist builders in implementing the Advanced Lighting Package. Builders had an opportunity to see a wide variety of ENERGY STAR qualified fixtures displayed throughout the Lighting Universe showroom. Lighting Universe showed builders how to use ENERGY STAR tools such as the Savings Calculator and Builder Brochure. Using these tools, builders were shown how to combine "green" messaging with energy cost savings to meet the interests of today's homebuyer. Since consumers increasingly recognize and look for the ENERGY STAR, installing qualified fixtures and partnering with ENERGY STAR distinguishes builders as leaders in efficient construction and environmental stewardship, while providing valuable recognition and market advantage.

## Keys to Capturing Builders with ENERGY STAR:

- Provide staff with the technical and marketing knowledge they need to sell qualified products;
- Display a wide range of ENERGY STAR qualified fixtures in the showroom to showcase attractiveness, variety, and performance;
- Provide ENERGY STAR training for area builders, both existing and potential customers, and explain the features and benefits as well as the marketing advantages of the Advanced Lighting Package;
- Meet with builders one-on-one to help them develop attractive lighting packages that save home buyers energy – thereby reducing utility bills and the production of greenhouse gases.
- Work with local electric utilities to coordinate support and preparation of marketing materials;



*Left:* Lighting Universe sales staff gathers to learn about the features and benefits of ENERGY STAR qualified light fixtures. Sessions included technical information as well as sales and marketing tips.



*Bottom:* ENERGY STAR qualified fixtures are prominently displayed with identifying signage.



To learn more about the Advanced Lighting Package visit [www.ENERGYSTAR.gov/ALP](http://www.ENERGYSTAR.gov/ALP)