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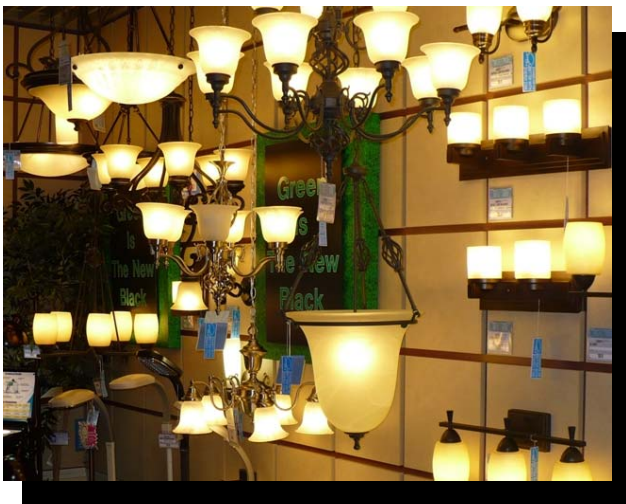
ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Seattle Lighting: Increasing Builder Sales with ENERGY STAR® Residential Light Fixtures and the Advanced Lighting Package

Lighting Showrooms are always looking for ways to increase sales and profits while bringing value to their customers. To achieve both goals, Seattle Lighting features ENERGY STAR qualified fixtures in the Puget Sound region of Washington State.

During 2008, Seattle Lighting, an ENERGY STAR Partner Showroom, embarked on an extensive campaign to make sure all their builders were aware of ENERGY STAR fixture features and benefits. Seattle Lighting made sure that ENERGY STAR fixtures were prominent in each of their six Puget Sound area showrooms so builders and retail customers could see how the fixtures looked and performed. Each Seattle Lighting location has a separate display for ENERGY STAR, but also integrates the fixtures throughout the store.

“ENERGY STAR qualified fixtures have allowed us to introduce decorative, energy-efficient fixtures from quality manufacturers that improve how we meet our customers’ needs while reducing the home owner’s utility bill.” Dave McKee, Seattle Lighting, COO



The Lighting Lab at Seattle Lighting: Builder Reps participate in an ENERGY STAR refresher course sponsored by the local Puget Sound Electric utilities.

Dave McKee, Seattle Lighting COO, is determined to make sure his staff is not just informed, but are ENERGY STAR experts. With help from local utilities, they held training for all of the salespeople that sell to builders and their inside team that supports those builder reps. Training helped sales staff polish their skills on fixture features, benefits, technology, and performance. They received information on energy savings, environmental benefits, and how ENERGY STAR qualified fixtures contribute to a “green” home. Discussions included tips on how to show builders that ENERGY STAR lighting would set them apart and help them sell homes.

Selling the Advanced Lighting Package to Builders

Many of Seattle Lighting's builders were already purchasing ENERGY STAR qualified fixtures, but the company wanted to take sales to the next level with the ENERGY STAR 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.

Advanced Lighting Package Declaration

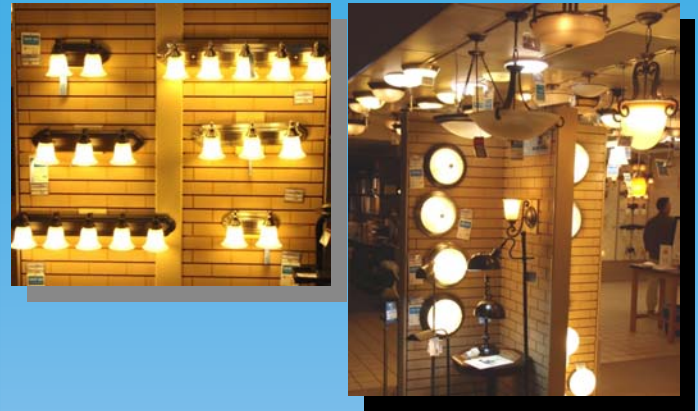
Each Advanced Lighting Package installation receives an Advanced Lighting Package Declaration from the U.S. Environmental Protection Agency (EPA). The Declaration includes information on the features and benefits of ENERGY STAR qualified fixtures and is customized by EPA with the builder's name and logo, 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 meeting the ENERGY STAR Advanced Lighting Package requirements.

Selling to the Builders

Seattle Lighting builder reps meet with their builder customers and offer them complete lighting packages designed to meet the Advanced Lighting Package requirements. In an effort to make things easy for their builders, each package includes pictures of each fixture, model numbers, and the price.

Achieving Results

Stocking more than 200 decorative ENERGY STAR qualified fixtures and expanding its customer base through a website that offers impressive selections of more than 380 qualified fixtures and lamps, contributes to Seattle Lighting's bottom line, as well as their selection as ENERGY STAR Lighting Retailer Partner of the Year for 2008.



ENERGY STAR is a win-win situation:

- Large selections allow builders to choose qualified fixtures to meet every home's style;
- Displays provide opportunities for builders and home owners to see the fixture quality and performance;
- Training gives staff the knowledge they need to serve their builder customers and to make the sale;
- Working with the local electric utilities and the ENERGY STAR Program positions Seattle Lighting as an energy-efficiency leader;
- Home owners benefit because ENERGY STAR qualified fixtures use 75% less energy, reduce utility costs, and they produce 75% less heat, reducing cooling costs;
- Fixtures meet customer needs based on strict performance guidelines for instant on and long lamp life, requiring fewer lamp replacements.

"With the introduction of attractive, decorative ENERGY STAR residential light fixtures from manufacturers like Sea Gull Lighting, Dolan, Lithonia, and Design Classics, Seattle Lighting can offer builders a fixture for every room to meet any style or taste." Paul Williamson, Seattle Lighting's Energy Efficiency Lighting Specialist

To learn more about the Advanced Lighting Package visit www.ENERGYSTAR.gov/ALP