


2014 EE Marketing Preview



2014 EE Marketing Preview

- Introduce “Save The Power” campaign
 - Preview the Commercial Marketing Toolkit
 - Review the Residential Marketing Toolkit
 - Example from Justin H @ Mason PUD 3
 - Upcoming Marketing Materials currently in development.
 - Gather feedback and requests
- 

Save The Power

- Promote smart power strips in a commercial setting to your customers by increasing product awareness, educating end-users on installation, and communicating available incentives.
- Direct mail, email, and print collateral

Folder



Folder



Folder



Brochure Front/Back



TAKE ACTION!

Join the Revolution. Outfit your work spaces and save on every smart power strip purchase. Utilities and efficiency contractors have joined the cause and have put up a united front against the wasteful forces occupying your outlets by offering valuable incentives to make Smart Power Strips more affordable.

Together we will Save the Power!



Brochure Inside

PLUG IN AMERICA!

Much of the energy we use is used by things we aren't even using. Copiers, computers, printers, heaters and other freeloading electronics are stealing our power. We cannot stand idle any longer while our resources are decimated by this wasteful menace. We must rise up and take back what is rightfully ours.

The current is changing. United with our strongest ally, the smart power strip, we will overcome this kilowatt hungry enemy. Together, we will Save the Power!

WE ARE THE 30%

Of the total energy used by our electronic devices, up to 70% is consumed when we aren't even using them.

Take back that 70% with smart power strips, the easiest way to combat energy waste and conserve electricity without even thinking about it.

ARM YOUR WORKSPACE

Revolutionary smart power strips eliminate waste by cutting electricity to specified devices when they're not needed, leaving the enemy powerless. Once installed, each smart power strip saves an average of 100 kWh a year.

Every workstation is an opportunity to save electricity and multiply your savings. And smart power strips often pay for themselves within the first year, setting the stage for long-term savings. Outfitting your stations is quick and simple:



1.

Connect your primary device (most likely your computer monitor) to the control outlet.



2.

Connect your dependent devices. These devices will automatically power down when your control device is turned off.



3.

Connect your devices that must remain on (like your CPU or router) to the constant-on outlets.




Extras

- Posters
- Sticker Sheets




Bill Inserts



COMBAT WASTE!

Our once-trusted office devices are actually kilowatt-consuming menaces, eating up to 70% of their total energy consumption when they're not even being used. Smart power strips are the quick and simple way to win the fight against energy waste. These revolutionary strips eliminate loss by cutting power to devices that aren't being used.

1. Connect your primary device (most likely your computer monitor) to the control outlet.
2. Connect your dependent devices. These devices will automatically power down when your control device is turned off.
3. Connect your devices that must remain on (such as your CPU or router) to the constant-on outlets.



SAVE THE POWER

USE SMART POWER STRIPS

COMPANY LOGO
PUBLIC UTILITIES

Act now and save \$X on every smart power strip purchase. To learn more, visit [\(Utility URL\)](#) or call [\(Utility Phone Number\)](#).



JOIN THE REVOLUTION!

Join the smart power strip revolution. Outfit your workspaces and start saving an average of 100 kWh a year for each strip installed. Utilities and efficiency contractors have united against the wasteful forces occupying our power outlets by offering valuable incentives. Smart power strips often pay for themselves within the first year.

Together, we will Save the Power!



SAVE THE POWER

USE SMART POWER STRIPS

COMPANY LOGO
PUBLIC UTILITIES

Act now and save \$X on every smart power strip purchase. To learn more, visit [\(Utility URL\)](#) or call [\(Utility Phone Number\)](#).



PLUG IN AMERICA!

Much of the energy we use is used by things we aren't even using. Copiers, computers, printers, heaters and other freeloading electronics are stealing our power. We cannot stand idle any longer while our resources are decimated by this wasteful menace. We must rise up and take back what is rightfully ours.

The current is changing. United with our strongest ally, the smart power strip, we will overcome this kilowatt hungry enemy. These revolutionary strips eliminate waste by turning off electricity to devices that aren't being used.

Together, we will Save the Power!

SAVE THE POWER

USE SMART POWER STRIPS

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PUBLIC UTILITIES

Act now and save \$X on every smart power strip purchase. To learn more, visit [\(Utility URL\)](#) or call [\(Utility Phone Number\)](#).

HTML Email Templates


- Email Templates will also be available for utilities to customize and use at their discretion.

SAVE ^{THE} POWER

PLUG IN AMERICA!

Much of the energy we use is used by things we aren't even using. Copiers, computers, printers, heaters and other freeloading electronics are stealing our power. We cannot stand idle any longer while our resources are depleted by this wasteful menace. We must rise up and take back what is rightfully ours.

The current is changing. United with our strongest ally, the smart power strip, we will overcome this kilowatt hungry enemy. These revolutionary strips eliminate waste by turning off electricity to devices that aren't being used.



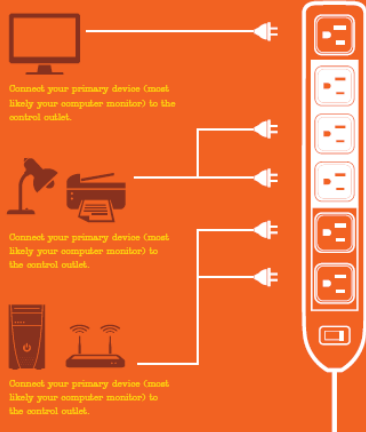
COMPANY  LOGO
PUBLIC UTILITIES

Act now and save \$X on every smart strip purchase. To learn more, visit yourutility.com or call (xxx) xxx-xxxx \$X on every smart strip purchase.

ARM YOUR WORKSPACE

These revolutionary smart power strips are the quick and simple way to eliminate waste by cutting electricity to devices that aren't being used. Simply install the strips and return to business as usual.

- Connect your primary device (most likely your computer monitor) to the control outlet.
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- Connect your primary device (most likely your computer monitor) to the control outlet.



COMPANY  LOGO
PUBLIC UTILITIES


Act now and save \$X on every smart strip purchase. To learn more, visit yourutility.com or call (xxx) xxx-xxxx \$X on every smart strip purchase.

SAVE ^{THE} POWER

COMBAT WASTE!

Did you know that our once-trusted office devices are actually kilowatt-consuming menaces, eating up to 70% of their total energy consumption when they're not even being used?

Smart power strips are the quick and simple way to win the fight against wasteful energy drain from idle devices. Each strip saves an average of 100 kWh a year, and smart power strips can pay for themselves within the first year.



COMPANY  LOGO
PUBLIC UTILITIES

Act now and save \$X on every smart strip purchase. To learn more, visit yourutility.com or call (xxx) xxx-xxxx \$X on every smart strip purchase.

Additional Resources

- We are working to provide utilities access to HTML code to add an informational webpage to their own websites.
- All marketing resources will be available online by early March as part of the Commercial Marketing Toolkit

Commercial Marketing Toolkit Preview

- Developing a suite of marketing resources to target commercial end-users.
- Starting with...

Smart Power Strips



LED Lighting



Generator block



Canopy Lighting

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Brilliant!

Upgrade to Energy Efficient LED canopy lights for increased savings, clarity, and brilliancy with this limited time offer



BPA has increased the rebate offerings on LED canopy lighting, act now to secure these savings

Reduce energy costs and create a brighter, safer, environment for your customers by upgrading to high efficiency canopy lights. Energy efficient LED canopy lights can lower energy consumption by 70% and offer an average life of 50,000 hours or more, over 3 times the life of HID lamps. Lower energy consumption and maintenance costs will positively impact your bottom line.

Energy Savings & Rebate Information

Rebate amounts vary based on the individual project. Please contact your local utility for more information on the Lighting Promotion. The promotion applies to canopy lighting.

BPA promotional incentive - up to a 30% rebate increase

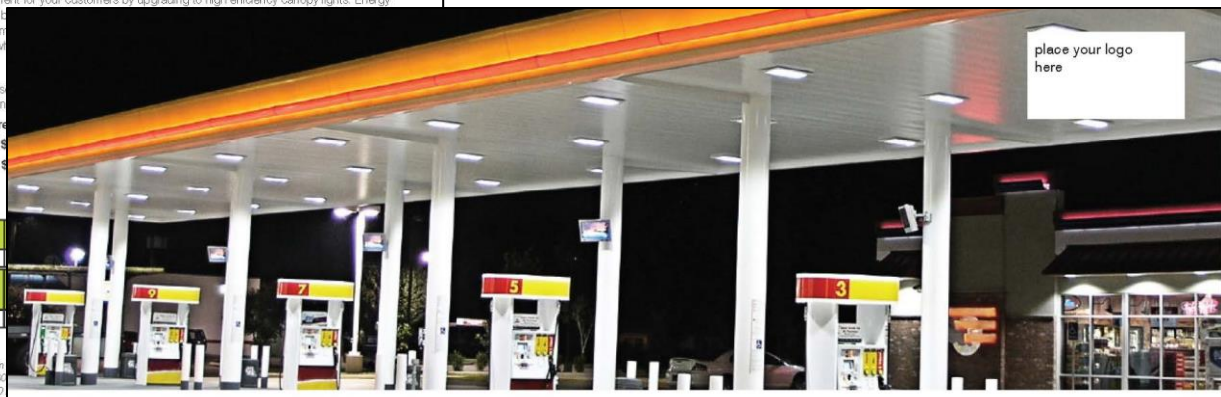
Incentive for upgrading to an LED from existing 320w HID: \$0.05 per kWh saved

Incentive for upgrading to an LED from existing 400w HID: \$0.05 per kWh saved

Decommissioned lamps receive \$0.05 per kWh saved

Baseline Product	Total Fixture Wattage	Annual Operation Hours
400 Watt Lamp	458	4,380
Proposed Product	Total Fixture Wattage	Annual Energy Savings
LED	125	\$87.61

Average lamp life for LEDs are measured at 70 percent of initial lumen output. Lamp operating cost savings are based on current electricity rate of \$0.10 per kWh. *Based on a 2 year lamp replacement cycle with an estimated \$30.00 per lamp.



BRILLIANT!


Upgrade to Energy Efficient LED canopy lights for increased savings, clarity, and brilliancy with this limited time offer

Parking Lot Lighting

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Outshine Competition

Car lots, dealerships, and auto malls are driven towards energy efficient lighting to increase light quality, security, and savings.



Upgrade your outdoor lighting today and maximize savings with utility rebates!

Auto sellers across the region are benefiting from upgrading to energy efficient lighting. These new innovative lighting solutions provide unparalleled energy efficiency, tangible cost savings, and can dramatically reduce energy consumption by an estimated 50% compared to traditional lighting. These cost savings, paired with utility rebates will positively impact your bottom line and customer experience.

Energy Savings & Rebate Information
 Rebate amounts vary based on the individual project.

Measure	Description	Watt Baseline	Required W Reduction
E1	Electronic Metal Halide	100-199	≥50%
E2	Electronic Metal Halide	200-299	≥50%
E3	Electronic Metal Halide	300-399	≥50%
E4	Electronic Metal Halide	400-499	≥50%
E5	Electronic Metal Halide	≥500	≥50%

*Pulse-start metal halides are not eligible for incentives



OUTSHINE COMPETITION

Car lots, dealerships, and auto malls are driven towards energy efficient lighting to increase light quality, security, and savings.

Security Wallpack Lighting

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Safety, Security, Savings

Secure your commercial property while saving money by upgrading to LED Wall Pack Lighting.



Upgrade your security lighting today and maximize savings with utility rebates!

Outdoor security lighting is essential for commercial properties. Entrances, stairwells, loading docks, common areas, and exterior saving security lights can now select from a wide range of LED lighting. LED lighting is nearly every commercial building or warehouse space, helping to reduce energy costs. LED lighting is designed to be an energy efficient alternative to Metal Halide lighting. LED wall packs have other great benefits; they are durable, long-lasting, and provide savings, LED wall packs have other great benefits; they are durable, long-lasting, and provide lighting resulting in low maintenance costs, and have no ultraviolet light. Contact your utility provider today to see what incentives are currently available for LED wallpack lighting.

Energy Savings & Rebate Information

Rebate amounts vary based on the individual project.

Measure	Description	Watt Baseline	Rebate



place your logo here

SAFETY, SECURITY, SAVINGS

Secure your commercial property while saving money by upgrading to LED Wallpack Lighting

Retail Lighting

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Showcase in Style

Enhance visual merchandising, improve customer experience, and increase sales with LED retail lighting.



Upgrade your retail display lighting today and maximize savings with utility rebates!

Store layout, atmosphere, and visual merchandising display are all critical to the customer experience and success of a retail environment so retail stores of all types demand excellent lighting. Utilizing high performance screw-in LED lighting to illuminate your store is a smart choice. Efficient LED's cost less per month, last longer, and reduce energy costs. LED lighting offers a range of light temperatures so you can create the perfect ambiance for your store. Additionally, LED lighting has a long life span and is safe while properly displaying their true colors. Upgrade your store lighting to screw-in LED lights.

Energy Savings & Rebate Information

Rebate amounts vary based on the individual project.

Measure	Description	Watt Baseline



SHOWCASE IN STYLE


Enhance visual merchandising, improve customer experience, and increase sales with LED retail lighting.

Restaurant Lighting

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Atmosphere is Everything

Upgrade to energy efficient LED down lights to improve your restaurant's atmosphere while saving money.



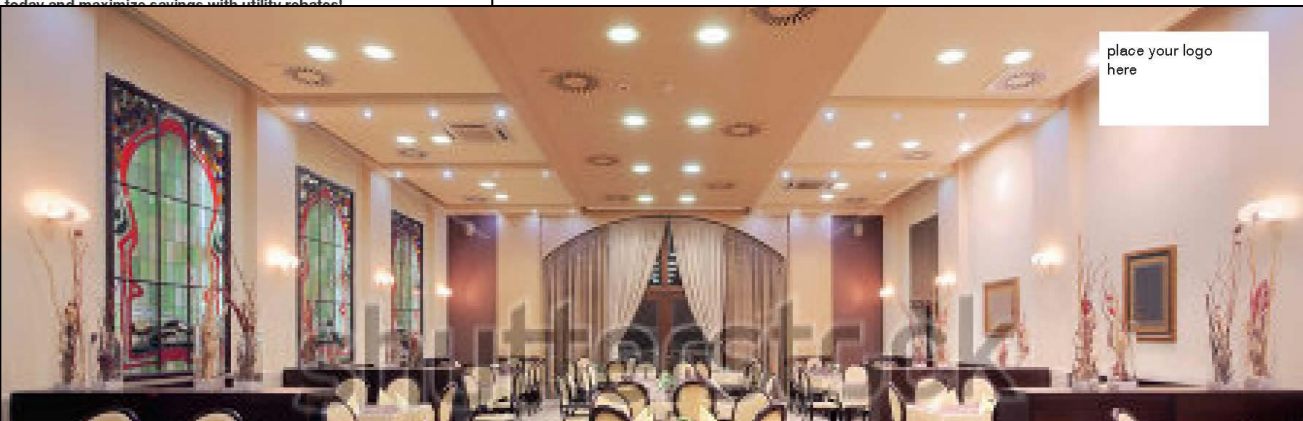
Upgrade your restaurant's lighting today and maximize savings with utility rebates!

Restaurants, coffee shops, bars, and clubs across the state are upgrading their dining areas. LED down lights reduce overhead heat and improve the overall atmosphere while being energy conscious, LED downlights are also available for upgrading to LED downlights.

Energy Savings & Rebate Information

Rebate amounts vary based on the individual project.

Measure	Description	Watt Basis



place your logo here

ATMOSPHERE IS EVERYTHING


Upgrade to energy efficient LED down lights to improve your restaurant's atmosphere while saving money.

Engine Generator Block Heater Customizable Promos

COMPANY LOGO
PUBLIC UTILITIES

Start Your Engines!

Upgrade to energy efficient engine block heaters to save energy while reducing maintenance costs.



Upgrade to Engine Block Heaters and maximize savings

Hospitals, data centers, cell towers, high-rise buildings, utility facilities, satellite facilities all rely on standby and emergency gensets to keep running in an out. Industrial spaces don't waste unnecessary power while maintaining quick-start Engine Block Heaters for cost effective energy savings.

Backup generators that use these heaters to stay warm and ready save energy, maintenance and replacement costs.

Energy Savings & Rebate Information

Rebate amounts vary based on the individual project.

Replacement Heater Size	
<3kW	
>3kW	

For more information, contact:

Utility Name
Utility Address Line 1
Utility Address Line 2
Phone Number

COM
PUB



Start Your Engines!

Upgrade to energy efficient engine block heaters to save energy while reducing maintenance costs!

Need Help Customizing?

Contact Us

- We can help...
 - Update color palates
 - Insert logos
 - New images
 - Customize copy

Residential Marketing Toolkit

- BPA wanted to leverage our regional marketing work to support our customers
- Reaching out to utilities, we discovered demand for:

HVAC




Weatherization



Water Heating



Water Heating



It's a Good Place TO BE

Paying less for a hot shower that makes me wanna

COMPANY LOGO
PUBLIC UTILITIES

A new, more efficient water heater can save you energy and more bill. **Insert utility name here** also offers financial incentives for you and can help you choose the right water heater based on your fair control of energy waste and make your home *A Good Place To Be*.

Contact us at yourutility.com or call (xxx) xxx-xxxx about upgrading efficient electric water heater.




It's a Good Place TO BE

A warm bath that saves energy — that's something we can all smile about.

COMPANY LOGO
PUBLIC UTILITIES

Heat Pump Water Heaters are the most efficient way to heat your water and can lower hot water costs by up to 50%. **Insert utility name here** offers incentives to help keep costs low. Take control of energy waste and make your home *A Good Place To Be*.

Contact us about installing a heat pump water heater at yourutility.com or call (xxx) xxx-xxxx.



Heat Pump Water Heaters are the most efficient water heating option, reducing energy waste and hot water costs by up to 50%.

Most Efficient Way to Heat Water

Installing a heat pump water heater not only can you save a significant amount on your electric bills, but **Insert utility name here** also offers incentives to help keep costs low. A heat pump water heater can save you up to 50% on your hot water costs and offers you the flexibility to meet all your hot water needs.

Advanced Technology That's Easy to Install

Working like a refrigerator in reverse, the heat pump water heater draws heat from the surrounding air and transfers it to the tank for the most efficient water heating technology possible. A heat pump water heater is also designed to work with your existing plumbing and electrical systems, so installation is fast and easy when performed by a trained technician.

Insert utility name here can recommend a heat pump water heater or a trained contractor who can assess your home's needs to help you select the perfect system.

Take control of energy waste and make your home *A Good Place To Be*.

COMPANY LOGO
PUBLIC UTILITIES

Contact us about installing a heat pump water heater at yourutility.com or call (xxx) xxx-xxxx.

HVAC



It's a Good Place TO BE

Lower heating bill and a warmer home — now I can get *really* comfortable.

With Performance Tested Comfort Systems® a certified technician can seal your ducts and install an energy efficient heat pump that can qualify for valuable utility incentives. Take control of energy waste and make your home *A Good Place To Be*.

Contact us about a Performance Tested Comfort System at yourutility.com, or call (xxx) xxx-xxxx.

COMPANY LOGO
PUBLIC UTILITIES

Ductless Heat Pumps are a proven alternative to outdated heating systems and can lower your customers' heating costs by 25-50%.




Install the Savings

Replacing or supplementing inefficient heating systems like baseboard heaters, wall heaters and electric furnaces with Ductless Heat Pumps (DHP) has provided energy savings for approximately 17,000 homes across the Northwest. One DHP in the central living space of a home delivers warm air in the winter and cool air in the summer, to keep your customers comfortable year-round.

Efficient Heat

A DHP transfers heat, rather than using resistance elements, offering a much more even and efficient heat source. It's easy to

install, leaving a small footprint and little disruption on your customer's home. Plus, utility incentives and tax credits can help offset installation costs.

DHP Benefits

- Lower heating costs
- Consistent heat delivery to reduce hot and cold spots
- Both heating and cooling for year-round comfort
- Built-in filter to improve air quality
- Ultra quiet fan
- Remote control and programmable night-time setting

COMPANY LOGO
PUBLIC UTILITIES

Learn more about ductless heat pump technology and the incentives available to your customers. Visit yourutility.com and the partner resources page at goingductless.com, or call (xxx) xxx-xxxx.

Weatherization



Fighting home energy waste —
that's what heroes do.

COMPANY LOGO
PUBLIC UTILITIES

Air leaks and inadequate insulation waste a lot of the energy used to heat and cool your home. **(Insert utility name here)** can recommend a contractor to help you weatherize your home, keeping you more comfortable year round and saving you money on energy bills. With the right upgrades, you could also be eligible for incentives from **(Insert utility name here)**. Take control of energy waste and make your home *A Good Place To Be*.

Find more information about our weatherization program at yourutility.com or call (xxx) xxx-xxxx.

Help make homes more comfortable and reduce energy waste with weatherization solutions from your utility.



Photography courtesy of Owens Corning

Season Proof Your Customers' Homes

Many homeowners aren't aware of the gaps and air leaks around their homes, or that they may need more insulation. Basic weatherization can go a long way in reducing energy waste and making homes more comfortable.

By working with your customers to add insulation and eliminate air leaks, you can help them save money on their energy bills, and keep them comfortable year round.

These Homes Need Your Help

You have the expertise to identify areas in a home where energy is being wasted and suggest cost effective weatherization measures. **(Insert utility name here)** is here to support you with tools to educate homeowners, and incentives to reduce installation costs.

COMPANY LOGO
PUBLIC UTILITIES

Contact **(Insert utility name here)** about weatherization programs and the incentives available at yourutility.com or call us at (xxx) xxx-xxxx.

Multiple Formats Available

HTML Email

It's a Good Place TO BE

A warm bath that saves energy — that's something we can all smile about.

Heat Pump Water Heaters are the most efficient water heating option, reducing energy waste and hot water costs by up to 50%.

The Most Efficient Way to Heat Water
 To maximize a heat pump water heater, not only can you save a significant amount on your electric bills, but [insert utility name here](#) also offers incentives to help keep costs low. A heat pump water heater can save you up to 50% on your hot water costs and offers you the flexibility to meet all your hot water needs.

Advanced Technology That's Easy to Install
 Working like a refrigerator, heat pumps draw heat from the surrounding air and transfer it to the tank for the most efficient water heating technology possible. A heat pump water heater is also designed to work with your existing plumbing and electrical systems, so installation is fast and easy when performed by a trained technician. [Insert utility name here](#) can recommend a heat pump water heater trained contractor who can assess your home's needs to help you select the perfect system.

COMPANY LOGO PUBLIC UTILITIES Take control of energy waste and make your home *A Good Place To Be*. Contact us about installing a heat pump water heater at [yourutility.com](#) or call (800) XXX-XXXX.



Bill Inserts

It's a Good Place TO BE

A warm bath that saves energy — that's something we can all smile about.

Heat Pump Water Heaters are the most efficient water heating option, reducing energy waste and hot water costs by up to 50%.

By installing a heat pump water heater, not only can you save a significant amount on your electric bill, but [insert utility name here](#) also offers incentives to help keep costs low.

A heat pump water heater is designed to work with your existing electric and plumbing systems, so installation is fast and easy when performed by a trained technician. They can also help you select the perfect system, depending on your home's hot water needs.

Take control of energy waste and make your home *A Good Place To Be*.

COMPANY LOGO PUBLIC UTILITIES
 Contact us about installing a heat pump water heater at [yourutility.com](#) or call (800) XXX-XXXX.



One Page Communication

It's a Good Place TO BE

A warm bath that saves energy — that's something we can all smile about.

Heat Pump Water Heaters are the most efficient way to heat your water and can lower hot water costs by up to 50%. [Insert utility name here](#) offers a good deal to help keep costs low. Take control of energy waste and make your home *A Good Place To Be*. Contact us about installing a heat pump water heater at [yourutility.com](#) or call (800) XXX-XXXX.

COMPANY LOGO PUBLIC UTILITIES

Request Customization

The screenshot shows a web browser window with the following content:

Address bar: http://www.bpa.gov/energy/n/residential/Marketing_Toolkit/marketing_toolkit_request.pdf

Page title: Please fill out the following form.

Residential Toolkit Custom Marketing Print Materials Request Form

Individual submitting request

Name: Utility:

Email: Tel:

Materials (select one):

HVAC	EWH	PTCS	Heat Pump Water Heater	Weatherization
<input type="checkbox"/> Partner One Sheet	<input type="checkbox"/> Customer Ad	<input type="checkbox"/> Partner One Sheet	<input type="checkbox"/> Partner One Sheet	<input type="checkbox"/> Partner One Sheet
	<input type="checkbox"/> Customer Direct Mail	<input type="checkbox"/> Customer Billing Insert	<input type="checkbox"/> Customer One Sheet	<input type="checkbox"/> Customer Bill Insert
		<input type="checkbox"/> Customer Ad	<input type="checkbox"/> Customer Ad	<input type="checkbox"/> Customer Ad
			<input type="checkbox"/> Customer Direct Mail	

Customization Information

Taskbar: Slide 22 of 27, 1_Default Design, 2:52 PM

Where can I find these wonderful materials?

BONNEVILLE POWER ADMINISTRATION

Energy Efficiency

Agency Topics Finance & Rates Jobs Public Involvement Contact

Save a Watt Energy Star

About BPA Conservation Section Technologies Energy Tips Education Reports & Publications Business Listing

BPA Home EE Home Residential Sector Residential Marketing Toolkit

Energy Efficiency Residential Marketing Toolkit

To help utilities and their trade allies reach out to customers, BPA has created a suite of marketing materials to promote residential energy efficiency upgrades. This leverages the Regional Marketing Toolkit created by NEEA in order to help BPA's customer utilities promote water heating, Heating, Ventilation, and Air-Conditioning (HVAC), and weatherization measures.

Guided by customer input BPA has developed a number of materials including bill inserts, one sheets, advertisements, and HTML email templates. Pieces labeled as partner directed at a partner audience, whereas those marked customer are directed at an end user audience, but can be customized to suit a variety of needs including trade ally marketing to end users.

These materials are being provided in their source format (Adobe InDesign) so that customers can customize these tools to fit their needs. Should you need assistance with this customization we have included a form that can be completed and returned to BPA to request assistance in modifying these materials. Please note the images included in these source files are only available to use in the formats provided and should not be incorporated into other materials.

Heating, Ventilation, Air Conditioning (HVAC)

Ductless Heat Pumps (DHP)

- Copy Library
- Partner Email
- Partner One Sheet

Ductless Heat Pumps are a proven alternative to traditional heating systems and can lower your customers' heating costs by 25-50%.

Install the benefits:

• No ductwork installation required
• No attic or crawlspace clutter
• Quiet operation
• Energy efficient
• Long life span
• No refrigerant leaks
• No combustion
• No carbon monoxide
• No radon
• No asbestos
• No lead
• No mold
• No radon
• No asbestos
• No lead
• No mold

DHP benefits:

• Lower heating costs
• No ductwork
• Quiet operation
• Energy efficient
• Long life span
• No refrigerant leaks
• No combustion
• No carbon monoxide
• No radon
• No asbestos
• No lead
• No mold

Partner One Sheet

CONTACT US

DHP Partner Email

Performance Tested Comfort Systems (PTCS)

- Copy Library
- Partner One Sheet
- Partner Email
- Customer Email
- Customer Billing Insert
- Customer Ad

It's Good Place to Be

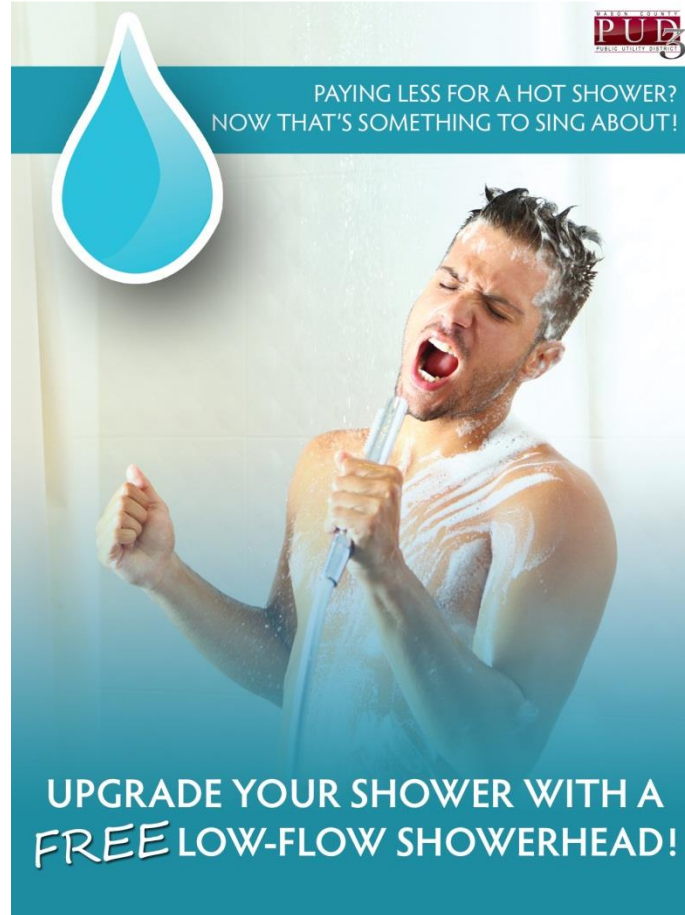
http://www.bpa.gov/energy/n/residential/Marketing_Toolkit/

Mason PUD Example



Sign v1

Mason PUD Example



Sign v5

Mason PUD Example



Sign v6

Mason PUD Example



In Development...

- Agricultural Sector Promos
- Growing stock photo library

Agricultural Marketing

Marketing Deliverables					
	VFDs	SIS	Irrigation Hardware	LEPA	Custom Projects (dairies, wineries, lighting)
Raw Assets and Templates					
Copy library*	X	X	X	X	X
Market Ready					
One-page flyer	X	X	X	X	X
Email	X		X		
Print Advertising	X	X	X		
Web banners	X	X	X	X	

* Copy/message library includes headline and body copy of short, medium, long length for collateral; web content.

Stock Photo Library

Energy Efficiency Stock Photos



BPA is working to amass library of stock photos appropriate to promote energy efficiency. We are providing these images free of charge for our customers to use in their efforts to promote energy efficiency. BPA is not placing restrictions on the use of these images, but we would ask that they only be used in the promotion of energy efficiency programs.

We are working to build this library; if you have suggestions on images that would be of value to your marketing efforts please contact your EER.

How to download:

Select the High Res (resolution) link for a print quality image or the Low Res (resolution) for use on the web. When the link is selected the image will open. Right click on the image and select "Save Picture As..." and save the picture to the location of your choosing.

DHP Images



High Res Low Res



High Res Low Res



High Res Low Res



High Res Low Res



High Res Low Res



High Res Low Res



High Res Low Res



High Res Low Res



Requests for specific materials?

