


# TRANSFORMING THE COMMERCIAL LIGHTING MARKET

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## Reduced Wattage Lamp Replacement Initiative

- What was the market test?
- What did NEEA and BPA learn?
- What are the efforts at expansion now?

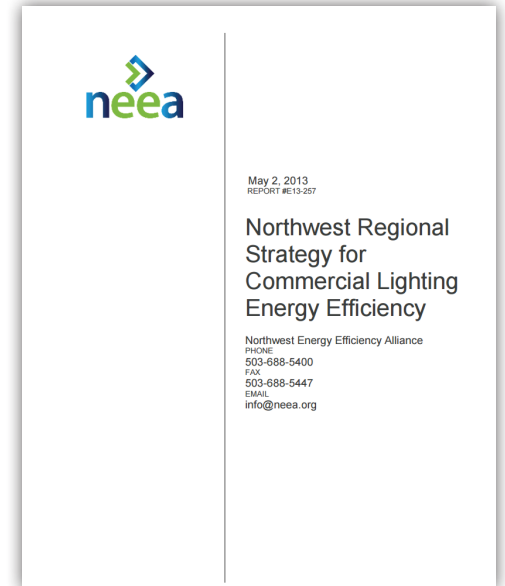




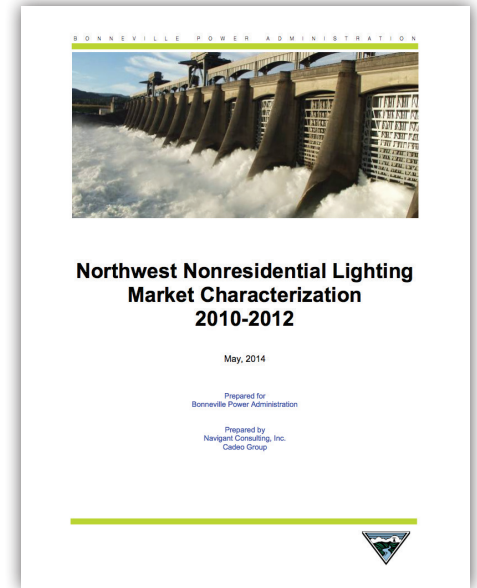
**B O N N E V I L L E**  
POWER ADMINISTRATION

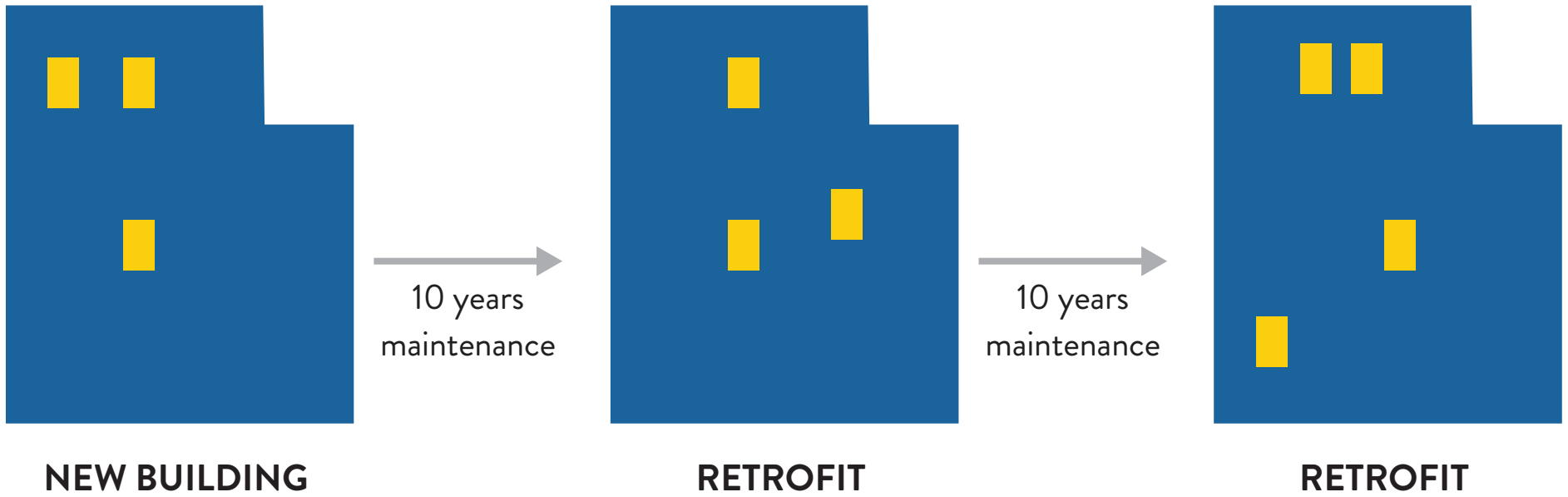


- Upstream incentives
- Relationship building with distributors and manufacturers
- Maintenance market opportunity
- 80 aMW energy-savings potential



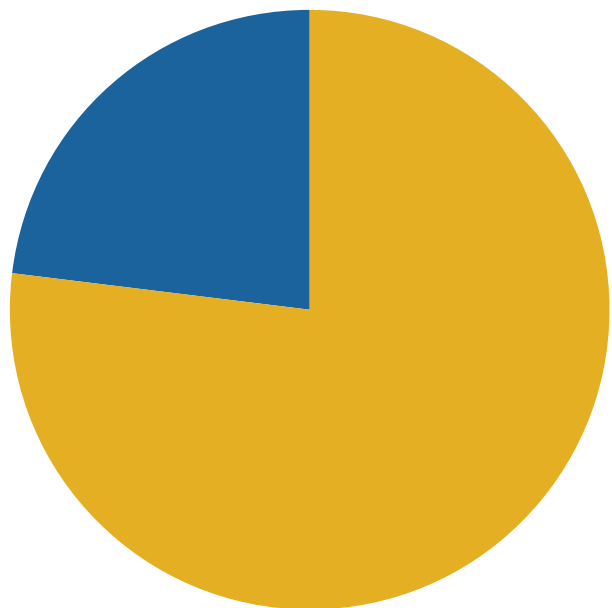
- Huge market
- Low-cost replacement, not substantial lighting system retrofit
- Majority of T8 lamp sales



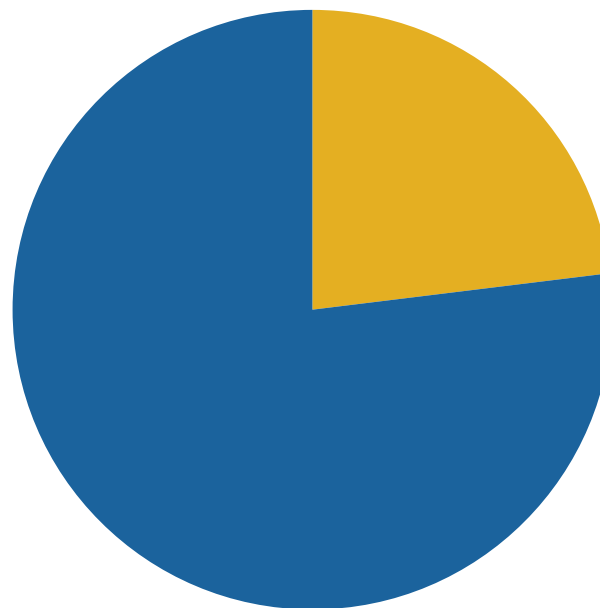


## Transform the Maintenance Market

2014



2020



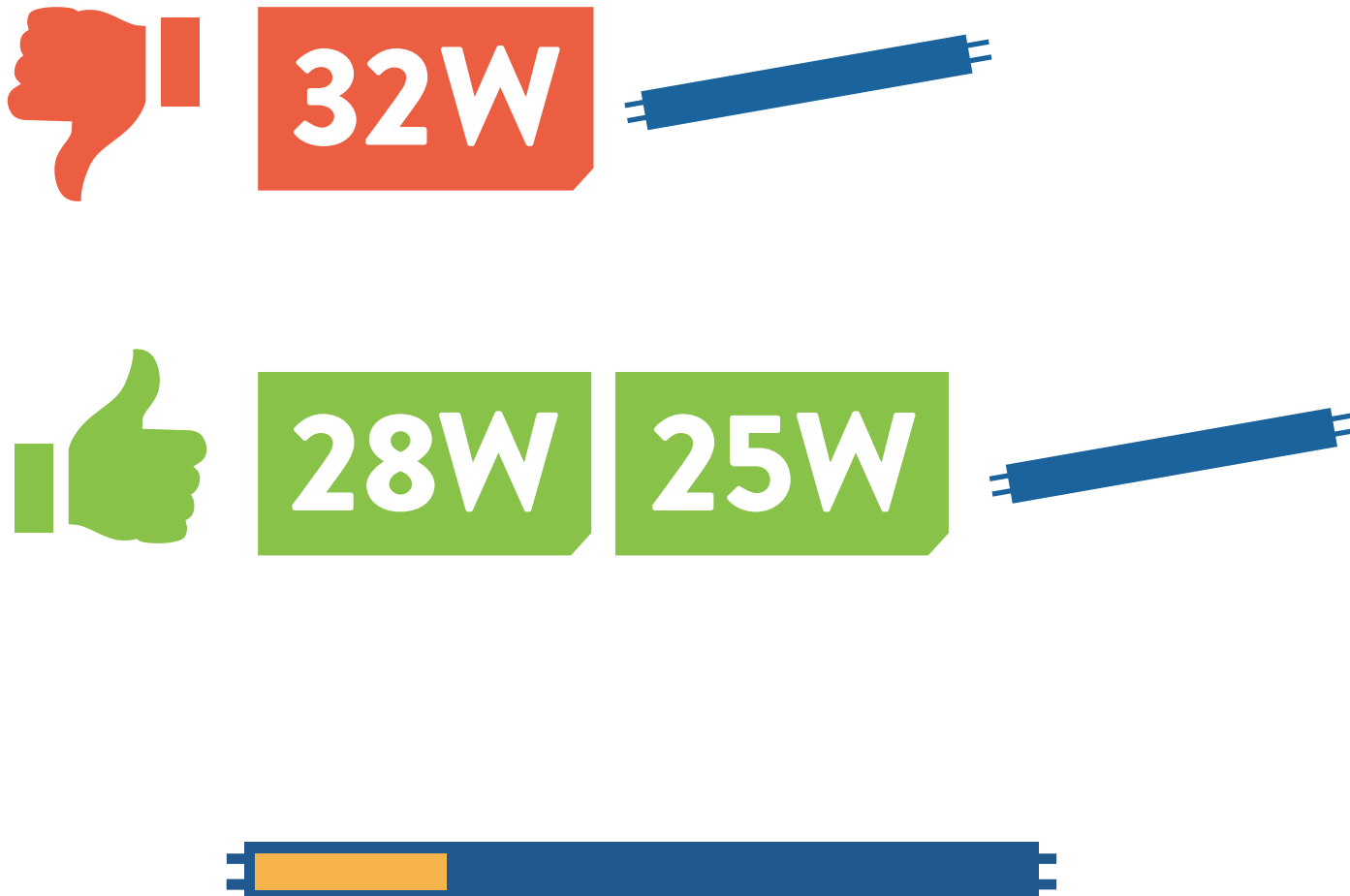
Total Annual T8 Sales: ~10 million lamps

■ 28/25W

■ 32W



**Low-wattage T8 lamps** become default product choice over 32W lamps in T8 lamp maintenance market.





**40 MILLION  
SOCKETS**



**10 MILLION  
LAMPS SOLD EACH YEAR**



**80%  
32W MARKET PENETRATION**



**\$2 FLUORESCENT  
OR  
\$20 TLED**

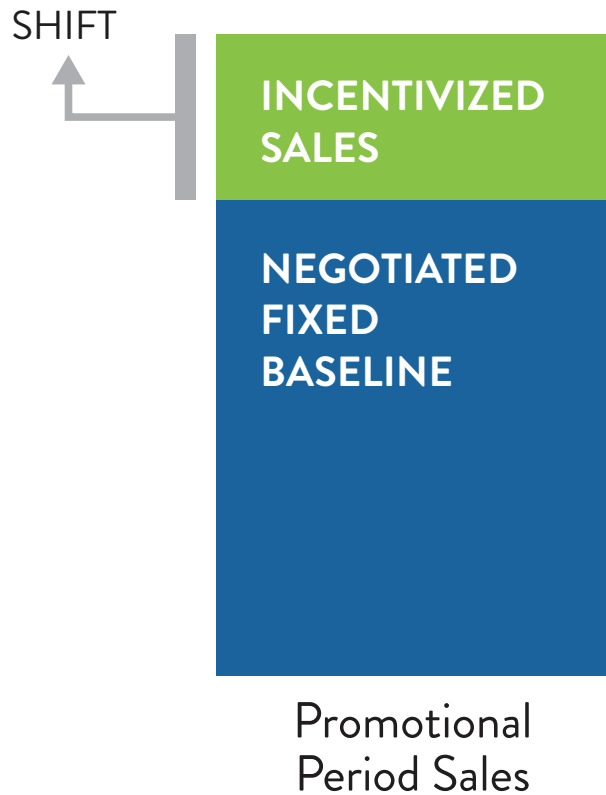


- Five distributors participated.
- NEEA collected sales data from all participating distributor locations.
- The market test lasted more than one year.



- Incentives on all lamps sold above baseline

- Small incentive on all lamps sold plus bonus for reaching goals



- Training
- Stocking
- Pricing agreements
- Price parity
- Ordering system
- Staff spiffs
- Marketing



- Manufacturers provided distributors with
  - Technical training about the products
  - Marketing support
  - Improved pricing
  - End-user outreach



- Program design appeals to distributors and manufacturers
  - Simple data submission and reporting requirements
  - Regional footprint
  - Important product category
  - Opportunity to influence maintenance market



- Volatility in low-wattage sales volumes
- Ingrained purchase patterns
- Sales staff motivation
- Inertia

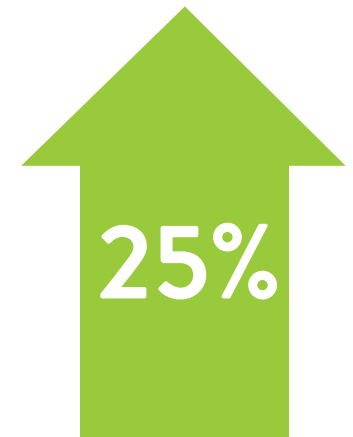


- Obtained approval to expand from the market test
- Number of participants has increased and is still increasing
- Distributors and manufacturers are changing how they stock and sell T8s
  - Price parity
  - Increasing stock of low-wattage lamps



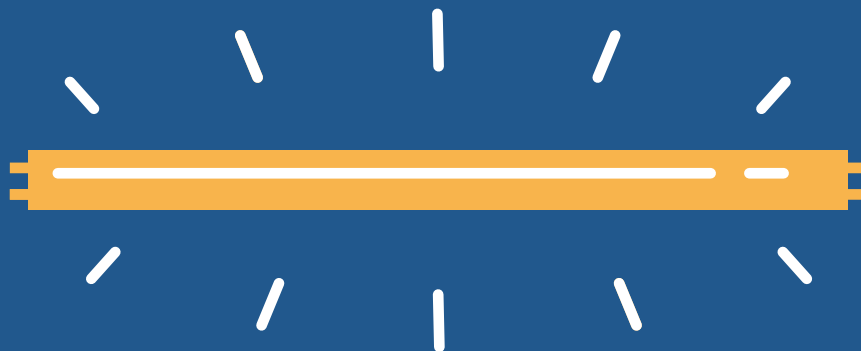


- Increase number of participants to capture at least **25%** more of the T8 market
- Continue incentives
- Provide market penetration bonuses
- Increase use of manufacturer resources
- Offer branch-level support
- Engage end-customers



# CONCLUSIONS

- Obtained a valuable sales data set
- Strengthened relationship with distributors and manufacturers
- Learned valuable lessons for future market transformation initiatives
- Set stage for large-scale energy savings



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