

# Architect of the Transition

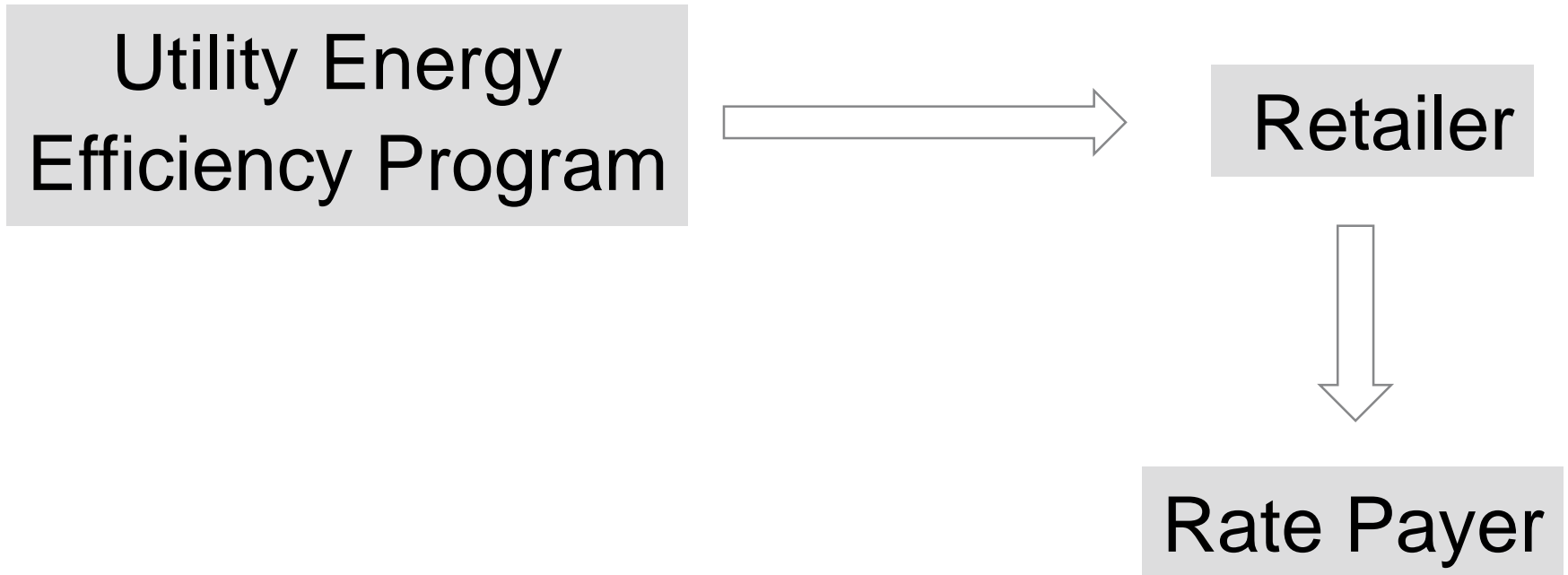
## Leveraging Manufacturers for Program Success

**Christopher G. Lubeck**  
**Head – Utility Relations**  
**SYLVANIA**  
**[Christopher.lubeck@sylvania.com](mailto:Christopher.lubeck@sylvania.com)**  
**(978) 239-1291**



# Past Lighting Incentive Program Flow

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More changes in Lighting Programs in the past 2 years  
vs. the prior 20 years



# Lots of Moving Parts

2017 Energy Star v2.0 Roll Out

Rapid Changes – pricing, next generation technology, testing

Not Dark Cheap

Expertise Needed To Run a Program

Marketplace Education

Each utility has different requirements per their PUC

SYLVANIA tracks 1,800 utilities and provides updates monthly

Utility Lighting budgets will be growing 16% - 20% per year, thru 2020

EISA

95% of the Incentive programs recognize only approved products that achieve certain performance criteria  
\*CEE, Energy Star or Design Light Consortium

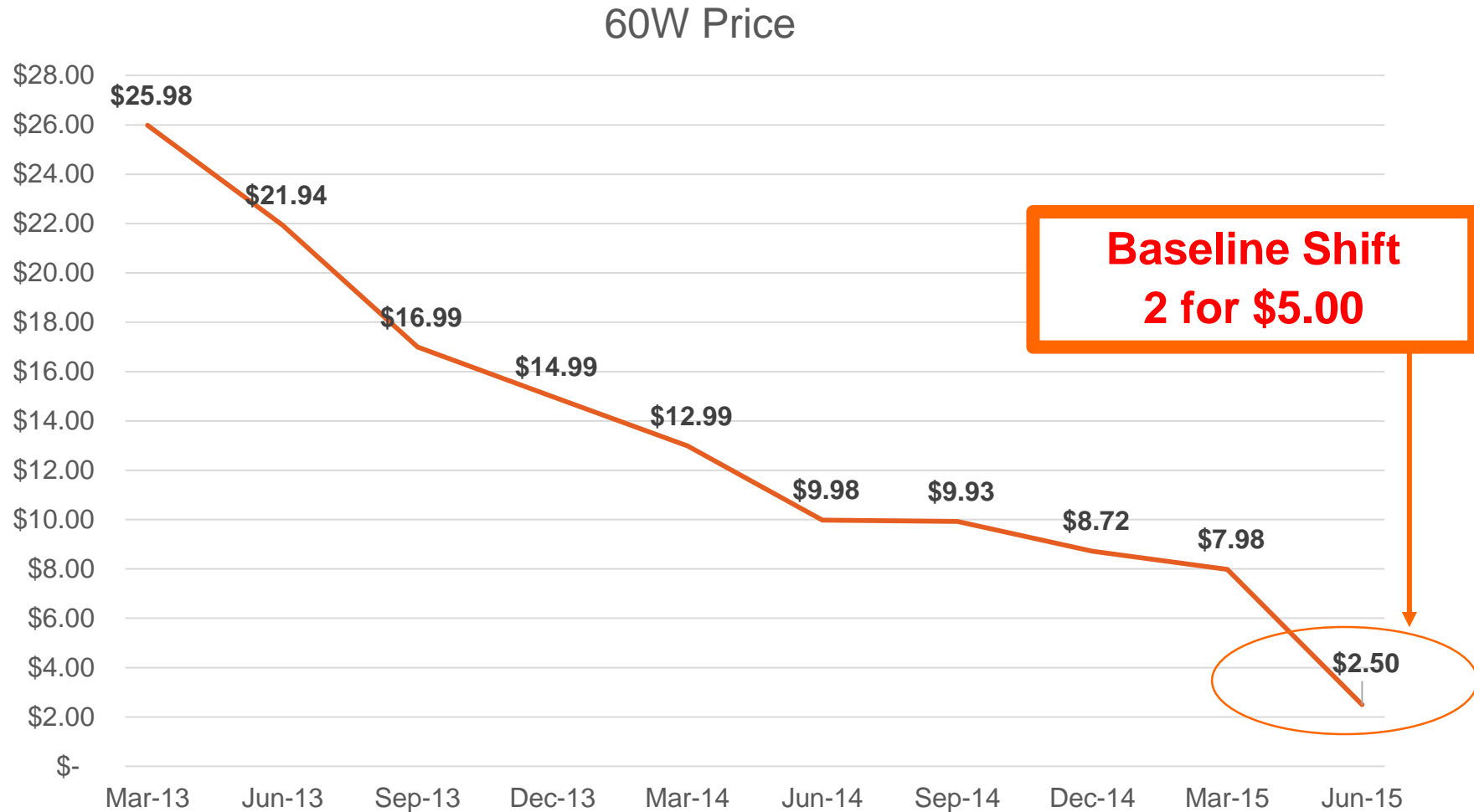
LED rebates have continued to expand with 70% more programs than last year  
\* Incentive \$ are decreasing

Weekly POS Reporting

Covering over 85% of the nations zip codes

# Massive Price Erosion

## LED A19-60W Lamps Shelf Pricing



## Key trends in residential lighting...

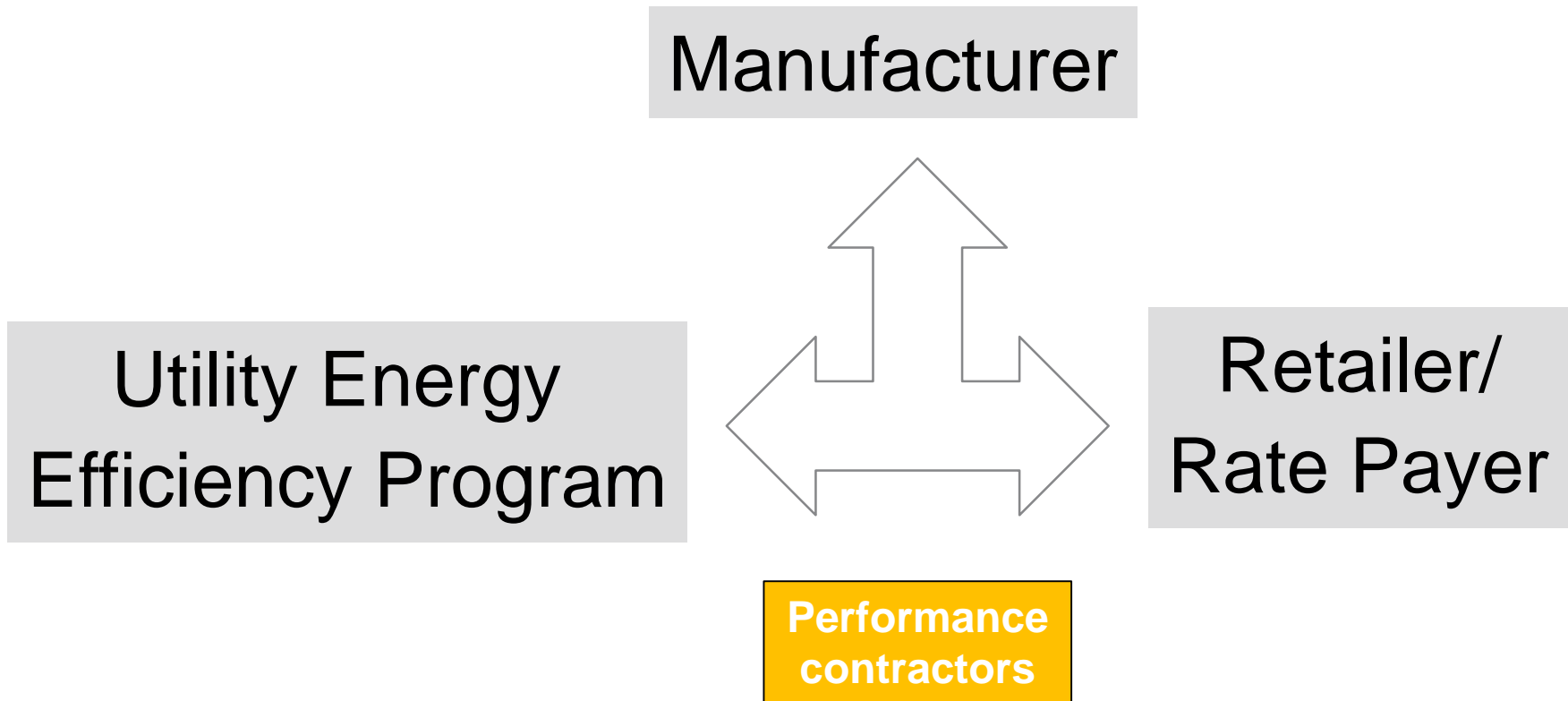
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- What am I replacing? → **The INC that burned out**
- What do I look like? → **Appearance to the INC lamp**
- How much do I cost? → **Am I a 1-pack 10x cost of INC?**
- My reason LED will be bought? → **The value**
- What other choices do I have? → **Halogen and/or CFL**

***Rate Payers just want to replace their incandescent, in under 30 seconds***

# Today's Lighting Incentive Value Chain

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Access to what is working and what is not  
Win – Win - Win

# What Can The Manufacturer Do For Your Program?

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Feature	Benefits
Strategic Relationships with Retailers	Planning
	Weekly/daily communications
	Co Marketing/Promotions
	Merchandising
Leaders in Technology	Future market drivers
	Pricing
	Forecasting
	Reporting / invoicing
Market Research	Training
	Socket Survey
	Innovative approaches



# **SYLVANIA** SOLUTIONS

*For Utility Professionals*



## **6<sup>th</sup> Annual SYLVANIA SOCKET SURVEY**

**Anne Guertin**

**1:00pm EST / 10:00am PST**

### **Upcoming Events**

**U.S. Legislation/Regulation Update**

**Mark Lien**

**Director, Government & Industry Relations  
OSRAM SYLVANIA**

### **About SYLVANIA Solutions**

*This is a series of webinars specifically for the residential utility lighting professional. These webinars complement the established SYLVANIA residential utility lighting network, connecting utility lighting professionals in the field with industry and SYLVANIA experts.*

# Current Communications

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**Quarterly Meetings with Utility and Retailer**

**Access to what is working and what is not**  
**How to get there?**

**Increase communications of the market place to  
exceed program goals**

- LEDs and connect networks
- Locate demographics

**Omni channel marketing to drive buying behaviors**

**Program management - specialization**

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# Leverage Relationship Strengths

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- **Strong utility relationships**

- Managing over 250 residential utility incentive programs nationally, 2014-2015
- Allocations over \$35M, 2014 – 2015
- Participating in utility programs across the country
- Monthly meetings with the top implementers and utility program managers
- Energy Star and Light Fair meetings with retailers, implementers and utilities
  - Strategy sessions, Product Training
  - Driving programs and incentives
  - Financial customer service for invoicing



- **Best in class utility process**

- Utilizing Share Point to manage the process from start to end
  - Dedicated email box and tracking process
  - Alerts
  - Forecasting/stocking utility types
  - Designing products to participate in utility programs
- EDI for weekly POS sent to the Utility
- Access data base to get 100% accurate invoicing in a timely manner



# Promotion: In Store Events

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- Objective:** Leverage Utility Rebates to drive LED/CFL sales 5x
- Pre-event:** Localized advertising (ROP) calling out your Utility brand  
Targeted, digital marketing  
Webinar review and training  
Operational support in participating markets
- In-Store event:** Co-branded Outdoor Banners and/or Door signage  
Co-branded Endcap highlighting the utility rebate campaign  
Co-branded Product demonstration table near main entrance  
Co-branded side-stacks in the drive-aisle
- Store Incentive:** Contest to drive competition among stores to sell more bulbs and drive conversion!

# In-Store Events – Coordination Across the nation

Most consumers need help understanding the benefits of quality lighting.



Webinars with Implementers and Retail Locations for training, product positioning and discuss the competition.

# Utility Rebate Event: In-Store

## Event Supported Utility Program

- Exponential growth of LED program (Sylvania brand focused)
- Shift focus from in-line SKUs to impactful end caps and off-shelf displays
- Co-branded POP and messaging with utility logo
- Improved ability to show utility incentive on signage package.

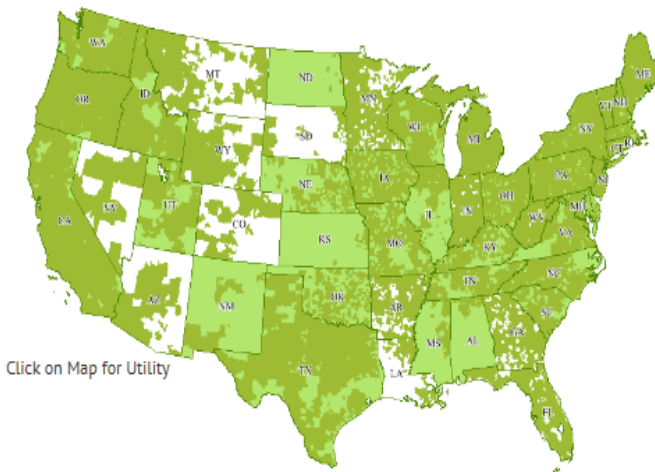


Sample Endcap

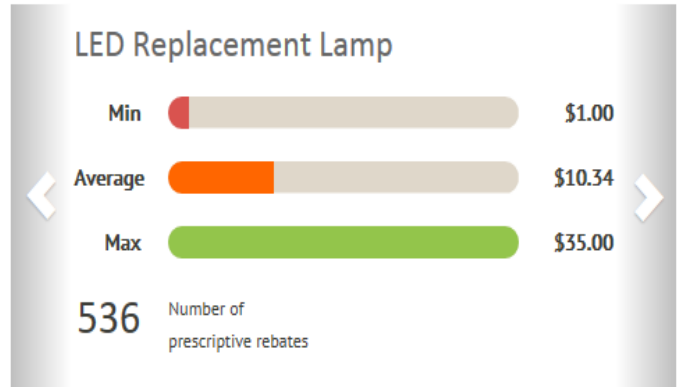
# SYLVANIA's Utility Website

CONFIDENTIAL

- ▶ About
- ▶ Create Lighting Rebate Rpts
- ▶ New Rebates
- ▶ Lighting Rebate Applications & Brochures
- ▶ Mid-Stream
- ▶ Direct Install
- ▶ Tech. Support Mgr. Territory Map
- ▶ HELP



Last Updated 03/21/2016



- I/C rebate within utility service area
- States with I/C Rebates
- No rebate

Search by Utility:

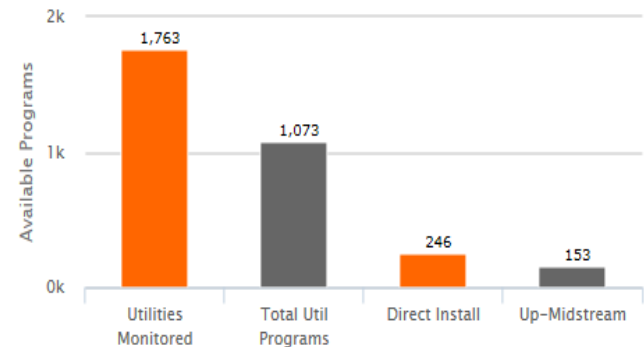
Search By State:

Search by Zip Code:






### Programs

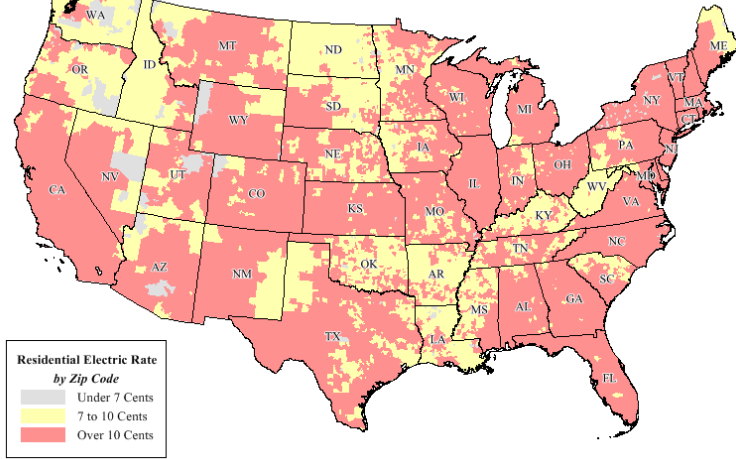


# Utility Mapping

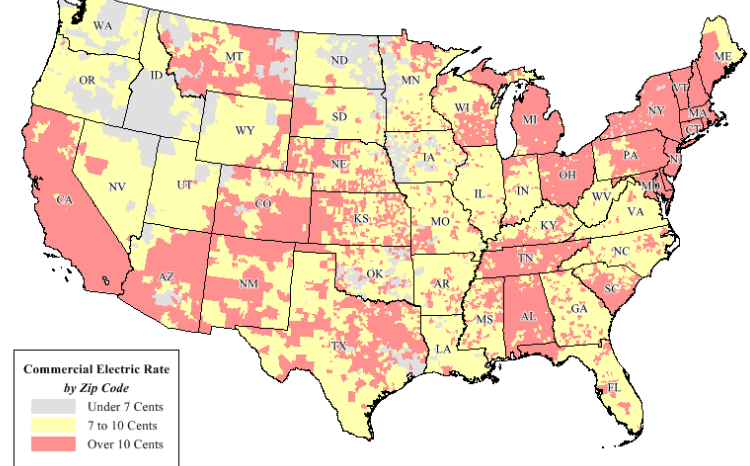
## Rates & Rebates

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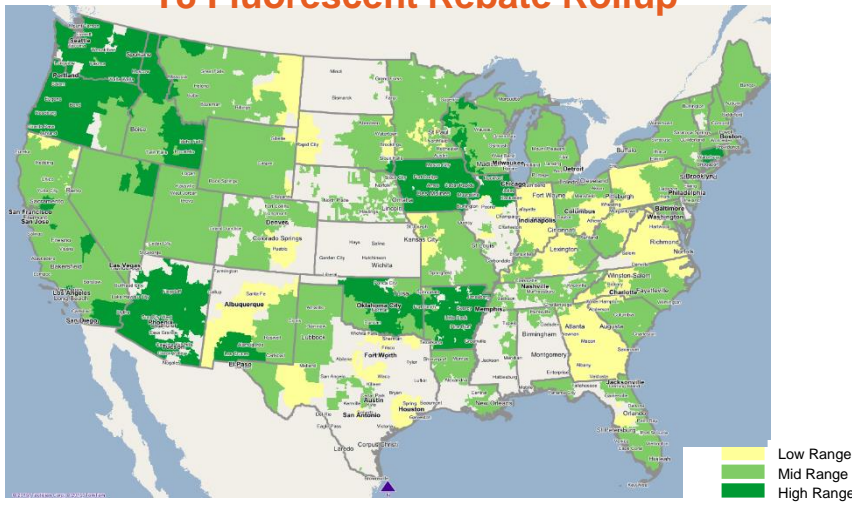
### Residential Electric Rates



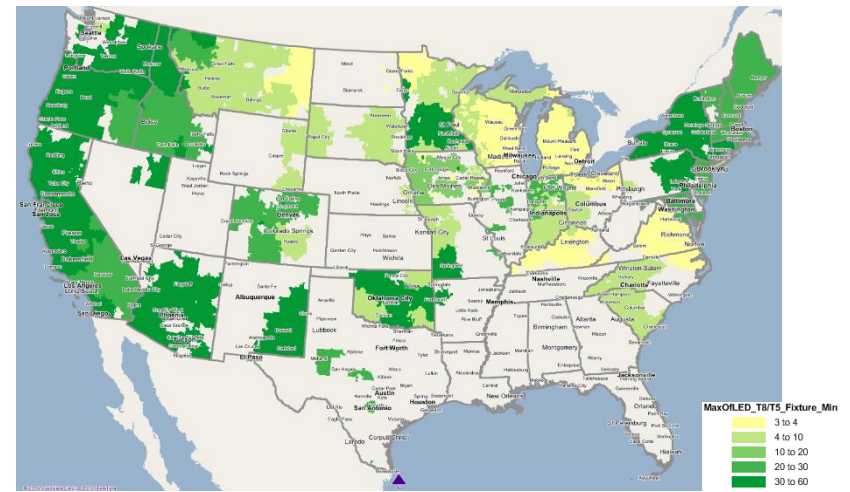
### Commercial Electric Rates



### T8 Fluorescent Rebate Rollup



### TLED Fixture Rebate





# Lighting Category - 42 Product Categories Tracked

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## Fluorescent

High Performance Super T8

High Performance T5

## Lighting Controls

Occupancy Sensors

Remote Mounted Occupancy

Fixture Mounted Occupancy S

Wall-box Occupancy Sensor

Daylight Harvesting / Daylight

Dimming

Daylight Harvesting / Daylight

Dimming

Photocell

Time Schedule Control

Time Clock Controlled

HID Control

Comments (Lighting Controls):

## LED Systems

LED Down light Fixture

LED Refrigerator Freezer Case

Lighting

LED T8/T5 & CFL retrofit

## Utility Matches

LED 2x4 New Fixture

Retro fit

LED 1x4 New Fixture

Retro fit

LED High Bay

LED Low Bay

LED Track or mono point

LED Exit Signs/ LED Other

## LED Outdoor Lighting

LED Out door lighting

LED Parking Garage

LED Parking Lots

LED Canopy Lights

LED Wall mounted

LED Post Top Fixture

LED Top Retro Fit

Induction

## HID Systems

PS Metal Halide

Electric Ballast

Metal Halide

High Pressure Sodium Plus

# Thank you

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