

Change a Light, Change the World 2007-2008 Specialty CFL Promotion

Revised: July 2007

WHAT? BPA is partnering with PECL to launch a markdown promotion for fall and winter 2007/2008 for specialty bulbs. The promotion will run six months, through May 31, 2008. During the fall (September through December), we will run only specialty bulbs so as not to compete with SWAT twisters in the small rural markets. Twisters will be added to the promotion January through May 2008, when SWAT has ended.

WHEN? September 15, 2007, through May 31, 2008.

WHERE? Big Box stores in BPA's service territory, including (additional retailers may participate in the winter):

- COSTCO (43)
- HOME DEPOT (71)
- LOWES (47)
- WALMART (97)
- BI-MART (64)

WHY? For several reasons:

- To offer utilities an easy-to-operate opportunity to achieve residential sector energy savings
- To introduce high-quality specialty CFLs with low promotional pricing through participating retailers in the region, who already have these products on their shelves
- For market transformation of quality, high-end specialty bulbs

COST:

	Spiral Lamp (Winter only)	Globe Lamp (vanity)	Reflector High Heat Certified Lamp (recessed cans)	3-Way Spiral Lamps	A-Lamps (Looks like standard incandescent)
Markdown	\$1.25	\$1.75	\$2.25	\$2.00	\$1.75
Administration	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40
Total Cost	\$1.65	\$2.15	\$2.65	\$2.40	\$2.15

CONSERVATION RATE CREDIT (CRC)? \$2.50 per socket, plus CRC administration (or utility can self-fund)

PRODUCT & PRICE? See accompanying spreadsheet for example (exact products and model numbers to be confirmed upon final negotiations with the manufacturers).

FAQ's

Q: How can my utility sign up?

A: Contact Teri Duncan at PECI, 503-595-4487 or e-mail TDuncan@peci.org.

Q: How is this different from Savings with a Twist (SWAT)?

A: This promotion will be very similar to SWAT in that all utilities are invited to participate and can claim credit for each bulb sold in their service territory. One difference is that SWAT was a buy-down program that involved manufacturers. Also, SWAT was designed to help transform markets in rural areas.

Q: Who is eligible to participate?

A: All regional electric utilities, including IOUs

Q: How is bulb allocation determined?

A: PECI gives utility an estimate of the number of bulbs nearby stores might sell to the utility consumers. The utility then decides the number it wants to be responsible for. The participating utility will be invoiced only for the number sold up to that maximum. For example, PECI may estimate that 60,000 bulbs can be sold to a utility's consumers. That utility may opt to take responsibility/contract for only 30,000. Then, BPA or another utility may provide funding to purchase the bulbs sold beyond the 30,000. If only 20,000 sell, the utility will be invoiced for 20,000.

Q: Do utilities have to pay up front?

A: No, each utility will be invoiced monthly, based on actual sales. Utilities have 30 days for payment of each invoice.

Q: Can utilities get an estimate of sales for the stores in their territory?

A: Yes, for specific reports, send the request to Matt Winthrop at PECI, 503-595-4463 MWinthrop@peci.org.

Q: What is the deadline to sign up to participate?

A: Please sign up before August 15, 2007, in order to get the utility logo included in customized promotional materials. Utilities can participate if signed up by September 1, 2007, but there is no guarantee the utility logo will be included.

Q: Will field services be provided?

A: Yes, on a limited basis. Two PECI field representatives cover Washington, Oregon & Idaho. A large part of the coordination with retailers will be handled from the PECI office.

PRODUCT & PRICE (Sales Estimates by Retailer & Manufacturer) **Note: THIS LIST IS SUBJECT TO CHANGE**

Manufacturer	Retailer	Model/SKU	Description	Wattage	CFLs per pack	Regular Retail Price per pack	Markdown per CFL	Final Retail Price per pack	Final Retail Price/CFL
Feit	Costco	877397	R30 High Heat	15	4	\$ 12.39	\$ 2.25	\$ 3.39	\$ 0.85
Feit	Costco	877533	R40 High Heat	23	3	\$ 13.89	\$ 2.25	\$ 7.14	\$ 2.38
Feit	Costco	877748	PAR38 High Heat	23	3	\$ 14.59	\$ 2.25	\$ 7.84	\$ 2.61
Feit	Costco	175394	Globe	11	4	\$ 10.99	\$ 1.75	\$ 3.99	\$ 1.00
Feit	Wal-Mart	ESL15R30H	R30 High Heat	15	1	\$ 6.00	\$ 2.25	\$ 3.75	\$ 3.75
Feit	Wal-Mart	ESL16AT	A-lamp	15	1	\$ 3.79	\$ 1.75	\$ 2.04	\$ 2.04
Feit	Wal-Mart	ESL11GTMM	Globe	11	1	\$ 3.69	\$ 1.75	\$ 1.94	\$ 1.94
Feit	Lowe's	ESL15R30H	R30 High Heat	15	1	\$ 6.00	\$ 2.25	\$ 3.75	\$ 3.75
Feit	Lowe's	ESL16AT	A-lamp	11	1	\$ 3.79	\$ 1.75	\$ 2.04	\$ 2.04
Feit	Lowe's	ESL11GTMM	Globe	11	1	\$ 3.69	\$ 1.75	\$ 1.94	\$ 1.94
Feit	Home Depot	ESL15R30H	R30 High Heat	15	1	\$ 6.00	\$ 2.25	\$ 3.75	\$ 3.75
Feit	Home Depot	ESL16AT	A-lamp	11	1	\$ 3.79	\$ 1.75	\$ 2.04	\$ 2.04
Feit	Home Depot	ESL11GTMM	Globe	11	1	\$ 3.69	\$ 1.75	\$ 1.94	\$ 1.94
Feit	Bi-Mart	ESL15R30H	R30 High Heat	15	1	\$ 6.00	\$ 2.25	\$ 3.75	\$ 3.75
Feit	Bi-Mart	ESL16AT	A-lamp	15	1	\$ 3.79	\$ 1.75	\$ 2.04	\$ 2.04
Feit	Bi-Mart	ESL11GTMM	Globe	11	1	\$ 3.69	\$ 1.75	\$ 1.94	\$ 1.94
Feit	Bi-Mart	BPESL23R40H	R40 High Heat	23	1	\$ 5.49	\$ 2.25	\$ 3.24	\$ 3.24
Feit	Bi-Mart	BPESL23PAR38H	PAR38 High Heat	23	1	\$ 5.49	\$ 2.25	\$ 3.24	\$ 3.24
TCP	Home Depot	963699	A-Lamp	9	2	\$ 7.97	\$ 1.75	\$ 4.47	\$ 2.24
TCP	Home Depot	964196	G25 Globe	14	2	\$ 9.97	\$ 1.75	\$ 6.47	\$ 3.24
TCP	Home Depot	964790	G25 Globe	9	2	\$ 9.97	\$ 1.75	\$ 6.47	\$ 3.24
TCP	Home Depot	967034	A-Lamp	14	2	\$ 7.97	\$ 1.75	\$ 4.47	\$ 2.24
TCP	Home Depot	158550	3 Watt (15W) CC** Candelabra	3	1	\$ 6.47	\$ 2.25	\$ 4.22	\$ 4.22
Sylvania	Lowe's	29392	30 Watt Mini Twist	30	1	\$ 8.98	\$ 2.00	\$ 6.98	\$ 6.98
Sylvania	Lowe's	29698/29349	Mini Twist 3-Way	12-19-28	1	\$ 9.88	\$ 2.00	\$ 7.88	\$ 7.88
Sylvania	Lowe's	29485/29345	A-Lamp	14	1	\$ 6.85	\$ 2.00	\$ 4.85	\$ 4.85
Sylvania	Lowe's	29481	40 Watt Full Twist	40	1	\$ 9.98	\$ 2.00	\$ 7.98	\$ 7.98

*HH = high heat reflector lamps (recessed can lights); HH indicates the lamp passed performance testing by Pacific Northwest National Labs.

**Cold cathode, no ENERGY STAR specification