

SEARS HOLDINGS







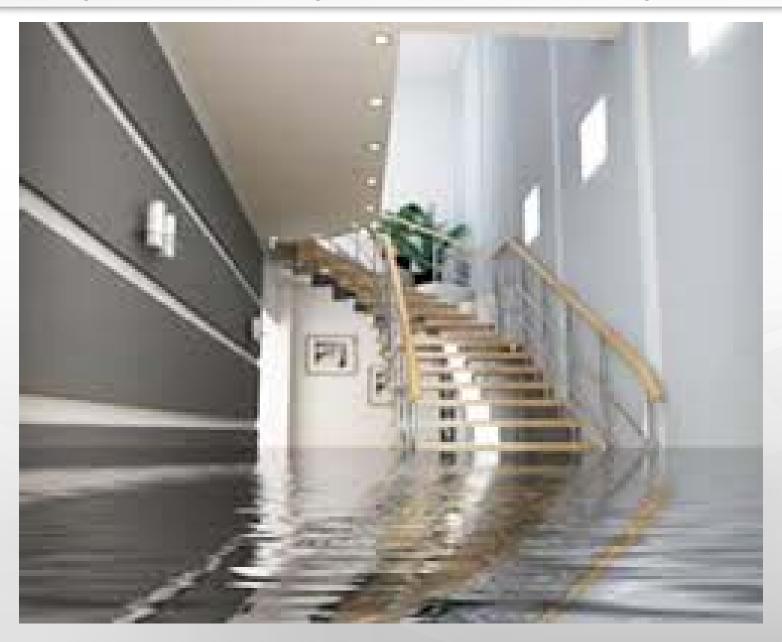
Water Heaters: Collaborative Early Replacement Campaigns

Paul Campbell, Sears Green Leadership

October 14, 2015











The 3 P's of Proactive Water Heater Replacement

Peace of Mind

Performance

Protection

Industry Collaboration...All In

Manufacturers

Trade Partners

Utilities

MFG Collaboration



A.O. Smith (Kenmore)

- New products in 2015 with new DOE regs
- 2. New features, more coming in 2016

<u>GE</u>



- 1. Coordination with utility rebates
- 2. LTO support to lower price further
- 3. Partnering with Shop Your Way Team

Trade Partner Collaboration









Utility Collaboration

BONNEVILLE



















Don't be that guy....

