



SEARS HOLDINGS

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Water Heaters: Collaborative Early Replacement Campaigns

Paul Campbell, Sears Green Leadership

October 14, 2015

Why we are passionate about proactive water heater replacement



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The 3 P's of Proactive Water Heater Replacement

Peace of Mind

Performance

Protection

Manufacturers

Trade Partners

Utilities

MFG Collaboration



A.O. Smith (Kenmore)

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

GE



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

Trade Partner Collaboration



Utility Collaboration

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



Don't be that guy....

