

Energy Star Products Partner Meeting Independent Retailers

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In-Store Retail Programs

- Utility approach to independents is a little different than big box stores
- SCE field teams provide merchandising material placement + sales training
 - POP placed Q1 featuring new programs, and refreshed ongoing
 - Monthly store visits focus on sales associate training
- SoCalGas and SCE have (the same) dedicated retail field services vendor for independent retailers:
 - The vendor maintains a one-on-one relationship with the independent retailers in our territory to better serve their needs
 - Program updates are provided directly to the retailer through whatever communication channel the retailer prefers (phone, email, in-person)
 - SoCalGas provides special, customized services for the independents
 - POP to fit each store's merchandising
 - In-store events for promotional weekends (co-marketing)
 - Assistance with rebate processing (mail-in applications)
 - Special requests from the retailers, such as extra store visits, special materials

SCE Appliance Rebates and Recycling

- **HEER** (Home Energy Efficiency Rebate) is designed to encourage customers to purchase an Energy Star® certified refrigerator.
 - \$35 or \$75 (Energy Star MOST EFFICIENT) instant discount
 - Instant savings at the register at Sears, The Home Depot, Howard's.
 - Customers on average can save up to \$105 annually in electric costs by upgrading to a new ENERGY STAR® certified unit.
- **ARP** (Appliance Recycling Program) is designed to remove inefficient, working refrigerators and freezers from homes and businesses and provide environmentally responsible recycling.
 - Since 1994, SCE customers have recycled over 1,000,000 household refrigerators through ARP
 - \$50 customer savings for a working unit
 - Free refrigerator pickup (no haul away charges).
 - Customers can save up to \$180 annually by recycling a spare unit from their homes
- Customers are encouraged to participate in both programs 3

Participating Small/Independent Retailers

In SCE territory

Pacific	Sales	18 stores

Howards12 stores

Fry's5 stores

– Curacao9 stores

Discount Warehouse Center7 stores

Other Independents60+ stores

Visual Merchandising (POP) Materials

- Bi-lingual in-store materials promote both HEER (Energy Star and Most Efficient) and ARP programs
- 300,000+ pieces of merchandising in stores over the 2014 year

1. Refrigerator danglers

- 5"x5" two-sided adheres over top of refrigerator door
- Double sided
- One version with ARP, one version without ARP

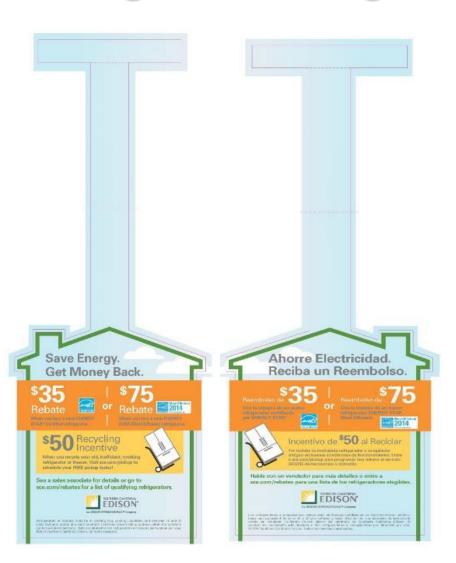
2. Tent card

- 14"x7" free standing die-cut card
- Placed inside/on top of refrigerator or on sales counter
- One version with ARP, one version without ARP

3. Tear pad

- 8"x10" easel back
- Sheets may be given to customers that either wants to enroll online or are buying at a later time

Refrigerator Danglers







Tent Cards



With ARP

Save Energy. Get Money Back.
Ahorre Electricidad. Reciba un Reembolso.

\$75 Rebate
Reembolso de \$35
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Get it compares an account consider the library of the

Without ARP

Tear Pad



When you buy a new ENERGY STAR®-Certified refrigerator.



Reembolso de \$75

When you buy a new ENERGY STAR Most Efficient refrigerator.



Recycling Incentive Incentivo de \$50 al Reciclar

When you recycle your old, inefficient, working refrigerator or freezer. Visit sce.com/pickup to schedule your FREE pickup today!

Por reciciar su ineficiente refrigerador o congelador antiguo en buenas. condiciones de funcionamiento. Entre a sce com/pickup pera programar nov mismo el servicio GRATIS de recolección a domicillo.

See a sales associate for details or go to sce.com/rebates for a list of qualifying refrigerators.

Hable con un vendedor para más detalles o entre a sce.com/rebates para una listas de los elegible refrigeradores.

