



Energy Star Products Partner Meeting Independent Retailers

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October 2014

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**

Participating Small/Independent Retailers

- In SCE territory
 - Pacific Sales 18 stores
 - Howards 12 stores
 - Fry's 5 stores
 - Curacao 9 stores
 - Discount Warehouse Center 7 stores
 - Other Independents 60+ 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

Save Energy. Get Money Back.

\$35 Rebate or **\$75 Rebate**

When you buy a new ENERGY STAR Qualified refrigerator. When you buy a new ENERGY STAR Most Efficient refrigerator.

\$50 Recycling Incentive

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

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

SOUTHERN CALIFORNIA EDISON
An SCE GROUP COMPANY

Refrigerator: All rebates valid only in unincorporated areas of Southern California. Energy Star Most Efficient: All rebates valid only in unincorporated areas of Southern California. Recycling Incentive: Rebate is available only for refrigerators and freezers that are ENERGY STAR Qualified. See sco.com/energy for more details.

Ahorre Electricidad. Reciba un Reembolso.

\$35 Reembolso or **\$75 Reembolso**

Con la compra de un nuevo refrigerador certificado por ENERGY STAR. Con la compra de un nuevo refrigerador ENERGY STAR Most Efficient.

Incentivo de \$50 al Reciclar

Por reciclar su refrigerador antiguo o congelador antiguo en nuestra estación de reciclaje gratuita. Entre a sco.com/programa para programar hoy mismo el servicio GRATIS de recolección a domicilio.

Hable con un vendedor para más detalles o entre a sco.com/rebates para una lista de los refrigeradores elegibles.

SOUTHERN CALIFORNIA EDISON
AN SCE GROUP COMPANY

Los refrigeradores y congeladores elegibles deben ser clasificados con la certificación de Energy Star. Energy Star Most Efficient: Los rebates solo son válidos en áreas no incorporadas de California. Incentivo de reciclaje: El incentivo de \$50 está disponible solo para refrigeradores y congeladores que son clasificados como "Energy Star Qualified". Véase sco.com/energy para obtener más detalles.

Save Energy. Get Money Back.

\$35 Rebate or **\$75 Rebate**

When you buy a new ENERGY STAR Qualified refrigerator. When you buy a new ENERGY STAR Most Efficient refrigerator.

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

SOUTHERN CALIFORNIA EDISON
An SCE GROUP COMPANY

Ahorre Electricidad. Reciba un Reembolso.

\$35 Reembolso or **\$75 Reembolso**

Con la compra de un nuevo refrigerador certificado por ENERGY STAR. Con la compra de un nuevo refrigerador ENERGY STAR Most Efficient.

Hable con un vendedor para más detalles o entre a sco.com/rebates para una lista de los refrigeradores elegibles.

SOUTHERN CALIFORNIA EDISON
AN SCE GROUP COMPANY

Tent Cards

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

\$35 Rebate
Reembolso de \$35

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

Con la compra de un nuevo refrigerador certificado por ENERGY STAR®.



\$75 Rebate
Reembolso de \$75

When you buy a new ENERGY STAR Most Efficient refrigerator.

Con la compra de un nuevo refrigerador ENERGY STAR Most Efficient.



\$50 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 reciclar su viejo refrigerador o congelador antiguo en buenas condiciones de funcionamiento. Visite sce.com/pickup para programar hoy mismo el servicio GRATUITO de retiro de residuos.



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 lista de los refrigeradores elegibles.



With ARP

Without ARP

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

\$35 Rebate
Reembolso de \$35

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

Con la compra de un nuevo refrigerador certificado por ENERGY STAR®.



\$75 Rebate
Reembolso de \$75

When you buy a new ENERGY STAR Most Efficient refrigerator.

Con la compra de un nuevo refrigerador ENERGY STAR Most Efficient.



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 lista de los refrigeradores elegibles.



FOR OVER 100 YEARS... LIFE. POWERED BY EDISON

Tear Pad

The advertisement is framed by a green house outline. At the top right, there is a sun icon and a branch with green leaves. The background is a light blue sky with a green hill at the bottom. The text is arranged in several sections: a top header, two columns of rebate information, a recycling incentive section, and a bottom section with contact information and logos.

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

\$35 Rebate
Reembolso de \$35

When you buy a new ENERGY STAR[®] Certified refrigerator.

Con la compra de un nuevo refrigerador nuevo certificado por ENERGY STAR[®].



\$75 Rebate
Reembolso de \$75

When you buy a new ENERGY STAR[®] Most Efficient refrigerator.

Con la compra de un nuevo refrigerador ENERGY STAR Most Efficient.



\$50 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 reciclar su ineficiente refrigerador o congelador antiguo en buenas condiciones de funcionamiento. Entre a sce.com/pickup para programar hoy mismo el servicio GRATIS de recolección a domicilio.



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.

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FOR OVER 100 YEARS...LIFE. POWERED BY EDISON.