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# 2012 ENERGY STAR® Award Application

## Partner of the Year - Product Manufacturer

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### Product Qualification Efforts

- *Number of ENERGY STAR qualified models/option available in 2011*
  - TCP has qualified over 100 models of CFLs in 2011 and 6 LED lamps. TCP has qualified over 42 lamps for Ecosmart.
- *Percentage of product line that is ENERGY STAR qualified.*
  - .With approximately 2200 CFLs and 100 LEDs, TCP has 19% of its CFL line ENERGY STAR qualified and 6% of its LED line qualified.
- *Percentage of total sales that were ENERGY STAR qualified and percentage change over previous year.*
  - In 2010 TCP had 46% of its CFL sales dollars in ENERGY STAR qualified product, in 2011 TCP will see over 48% of its sales dollars in ENERGY STAR qualified product. That is an increase of more than 2% of ENERGY STAR product going out into the market place. TCP is seeing a huge increase in the recognition of the ENERGY STAR brand through the increase in sales of ENERGY STAR labeled product.
- *Information concerning new ENERGY STAR models/option packages developed/qualified in 2010 including a brief description of innovation in product design for energy efficiency.*
  - TCP is proud to be an innovative developer of both CFL and LED leading edge technology. TCP has developed a full line of Dimmable LED integral lamps available in both the Retail and Commercial markets. TCP has a full line of 3 watt dimmable LED decorative lamps, Omni directional 8w and 12w a lamp, 8w Non standard A Lamp, Pars, Reflectors, and MR16's and Globes. Year to date, TCP has launched over 100 fully dimmable LED models. Of these models, TCP has qualified 6 LED models with more in testing expecting to earn the ENERGY STAR in early 2012. In the attached supplemental data, you can see the superior LED specifications TCP's LED integral lamps bring to the lighting market.
  - The market has come to know TCP's excellence in R&D and the 2011 sales volume for LED's proves this. TCP has increased units sold over 2010 in Integral LED lamps over 300%. Since earning the ENERGY STAR on the six LED models, TCP has doubled unit sales. Launched in the second quarter of 2011, TCP sold 4 thousand units of the 6 models and after earning the ENERGY STAR in the third quarter, TCP sold over 45K units of the 6 models with unit volumes continually rising every month. Additionally, because of TCP's unprecedented line of Integral LED's the nation's largest home center has signed up to take over 18 LED sku's in their top 300 LED selling markets. TCP estimates to reach millions of end users with this state of the art technology in this one retailer alone. The nation's second largest retailer has also seen the value in TCP's Integral LEDs. They have also signed up to stock TCP's LED BR30, a 65 watt equivalent. TCP expects to earn the ENERGY STAR on this model in early 2012 and looks to triple unit sales with this one retailer alone.

### Labeling Efforts

- *Confirm that minimum labeling requirements are met on products, packaging, Web site, spec sheets, user manuals, etc. (please provide examples or pictures).*

- TCP has an entire team dedicated to packaging design. Our talented graphics team strives to ensure all packaging rules from ENERGY STAR as well as the FTC are strictly followed. Attached you can find examples of our TCP, EcoSmart, and TCP branded packages as well as sell sheets and a snap shot of our website.
- TCP aims to educate our consumer in every facet of our marketing efforts. Together with the ENERGY STAR and FTC regulations, TCP ensures the customer knows exactly their energy savings per product.

### **Training Efforts**

- *Cooperation with distributors, retailers, or utility/state/regional partners to increase ENERGY STAR information in customer (retail/distributor) product knowledge training*
  - TCP created an EcoSmart CFL Brochure for consumers and employee training events. This brochure highlights all ENERGY saving CFL bulbs in all CCTs and shapes and sizes. This brochure is available to any Home Depot consumer at any of their more than 2,000 stores when TCP or the Home Depot associated performs an energy saving event. This brochure highlights all things important about and energy saving CFL including the ENERGY STAR mark, which is proudly displayed on the front cover.

### **Sales and Marketing, including Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors**

- *Demonstration of ENERGY STAR qualified products sales efforts including ENERGY STAR integration in exhibits at key industry tradeshows and presentations/meetings/communications for product suppliers/distributors/retailer.*
  - Together with the Home Depot, TCP participated in their Earth Day Celebration in New York City this past spring 2011.
    - Approximately 500,000 people pass thru Times Square a day
    - Home Depot lighted sign in Times Square during event highlighting EcoSmart ENERGY STAR CFLs
    - Billboards typically run \$200K - \$350K/month or \$6,700 – \$11,700/day
    - Permits to use Times Square start at \$25K but often cost \$50K or more a day –
    - TCP handed out EcoSmart ENERGY STAR CFLs and countless brochures while supplies lasted!
  - *Together with The Home Depot, TCP participated in the Lightbulb Showcase 2012*
    - The Home Depot PR Media Event where TCP represented ENERGY STAR CFLs in a model home located in Setai Penthouse, NYC in July 2011.
    - This event generated approximately 53 million impressions on line.
  - Attended the Energy Management Conference – More than 2,000 attendees received ENERGY STAR TCP branded lamps.
  - Attended Globalcon where TCP reached over 3,400 attendees and distributed more than 200 ENERGY STAR branded lamps
  - Registered and sent 4 team members to ComEd Smart Ideas basic training in Chicago. Recognize the role we can plan in spreading the word about the ComEd energy efficiency program. We have committed to presenting the program to each distributor in the Chicago area, providing assistance with paperwork and identifying qualifying projects.
- *Leadership and/or participation in other cooperative promotions such as those with utility/state efficiency program sponsors, retailers, resellers, key distributors or suppliers*
  - Orchard Supply Hardware (OSH) is a locally owned home center chain which has 55 Locations in the PG&E Service Territory. TCP worked with OSH to design a program for PG&E with co-branding and the measurement of utility influence specifically in mind. As a result of the program, OSH experienced a 30% unit increase for the products in their utility program while PG&E had an increase of customer program impression opportunities of over 4 million per quarter (See program utility impression calculations below.) In addition the 14 utility funded

SKU's will have sold approximately 350K (TCP's cost not retail) through the end November 2011.

### **OSH – PG&E Customer Impression Calculation**

- Projected annual sales at 600,060,000
- Average sales per store – 7,415,730
- Average sales per day - 20,317
- Average sales per transaction – 23.90
- Average transactions per day per store – 850
- 850 TPD x 55 PG& E stores - 46,750 per day (if all these shoppers were by themselves)
- Number of days end cap was up in stores - 90
- So the # of people that MAY have seen that end cap in 90 days - 4,207,500\*
- TCP worked with 8 new retailer partners and existing utility partners to expand the placement and distribution of ENERGY STAR Lighting Products. TCP has placed through utility incentivized programs the following quantities of lamps in the following retailers.
  - Fishers Foods – a local Northeast Ohio grocery chain serving over 100,000 customers per week.
    - Shipped over 6,300 ENERGY STAR qualified CFLs
  - Dollar General – a national discount retail store serving millions of lower income class of shopper
    - Shipped over 275,466 three pack 13 watt and 23 watt spiral bulbs. These were in the form of Shippers proudly displaying the ENERGY STAR mark.
    - This program was so successful in 2011; TCP and Dollar General will team up again in 2012 to offer a similar program to their customers in participating utility markets.
  - City Mill - is a super hardware retail chain serving the Oahu Community with 8 stores on the island of Oahu. The stores are conveniently located in Honolulu, Hawaii Kai, Kaimuki, Kaneohe, Mililani, Pearl City, Waianae and Waipahu.
    - TCP shipped over 9,000 ENERGY STAR qualified CFLs for utility sponsored programs
  - Blains- A regional farm-n-fleet type store. TCP is expanding the typically utility funded areas by reaching customer that has never been reached before.
    - TCP has supplied almost 14,000 ENERGY STAR qualified CFLs to this new market of customer in a utility sponsored event.
  - Wal-Mart- TCP partnered late in 2010 with Wal-mart and ongoing through 2011. They stock 3 ENERGY STAR qualified Insta-bright CFL's
    - TCP partnered with local utilities and supplied 35,695 ENERGY STAR qualified CFLs for utility incentivized programs.
  - Discount Drug Mart- New to TCP in 2011, TCP supplied over 5200 ENERGY STAR qualified CFLs for this utility program
  - Lowe's – The nation's second largest Home Improvement retailer, seeing thousands of customers per week per store
    - TCP supplied over 1.5 million bulbs for utility programs
  - Home Depot- Continuing years of partnership with The Home Depot. TCP has supplied over 23 million ENERGY STAR qualified bulbs for utility programs in the Depot markets.
- Together with Georgia Power, TCP provided over 200,000 private labeled ENERGY STAR CFLs
- Over 19,000 Private Label CFLs were provided to Alabama Power for their efficiency programs
- Ameren private labeled over 120,000 ENERGY STAR TCP CFLs for their efficiency programs.

## Consumer/End User Education

- *ENERGY STAR-themed community outreach activities/messaging public relations efforts, special events, press releases.*
  - Non-web based
    - TCP did two news releases in 2011 that featured ENERGY STAR. We were very excited to see that these items hit over 429 media outlets ranging in size. The true reach of these releases cannot be qualified in a finite number, but would be expected to in the hundreds of thousands. (NR- TCP Introduces New CFL Products at Lightfair PDF & NR LED ENERGY STAR Final)
    - . 15,549 emails were sent to TCP customers and prospects that featured ENERGY STAR in them. These emails included new ENERGY STAR product SKUs, how they can learn more about ENERGY STAR requirements and also to take the ENERGY STAR Pledge.
    - TCP provided customers with new product sample display boxes for their counters. These boxes help to spread the ENERGY STAR message by proudly displaying the ENERGY STAR logo. (Sample boxes jpg)- Approximately 15,000 sample boxes were sent to customers.
    - Ellis Yan, TCP's CEO is committed to energy efficient lighting and has even gone as far as adding TCP branding to his personal car. The bumper of his car features the ENERGY STAR partner logo and there is no way to determine how many people have seen his car and have been curious about TCP and ENERGY STAR. (Back Ellis Car JPG)
    - TCP provides a Quality leader page in all customer presentations. (See attached customer presentation ppt.) This proudly displays our partnership with ENERGY STAR. TCP see customers on a daily basis and this message reaches thousands of customers on a monthly basis.
  - Web-based
    - www.tcpi .com features ENERGY STAR on 6 pages. In 2011, those pages have seen 184,907 unique visitors and a total of 185,086 times. The average time spent on those pages is two and a half minutes. These pages include links to the ENERGY STAR website and over 1,300 people have exited the site from these pages. (Energy Star Social Media Recap doc)
    - TCP's internal Sales.net portal has featured content to help educate our sales representatives and distribution partners about ENERGY STAR and which product SKUs are newly given the ENERGY STAR. This site contains banner advertisements for ENERGY STAR product as well as links to a full line of what TCP products have ENERGY STAR. We also like to use our latest news section to remind them to take the ENERGY STAR pledge. Our Sales.net site has had 10,166 unique visitors in 2011 and has had over 130,821 total views. (TCP LEDS are Energy star on sales.net jpg)
    - Blog.tcpi.com has had 5,079 total visitors in 2011 with 2,905 of those being unique visitors. We have written multiple blog post that help to promote ENERGY STAR.
    - TCP is very active in social media and has helped to reach 19,760 Twitter and Facebook followers.
    - @TCPLighting has tweeted about ENERGY STAR on 40 different occasions. We have also enjoyed participating in some of the #ESCHATs and look forward to more of those in the future. Our twitter reach is over 18,173. (ENERGY STAR Tweets doc)
    - Facebook has been an integral part of how TCP is helping to spread ENERGY STAR's message. Posted 6 Facebook posts that reached 1,587 people. (ENERGY STAR Facebook posts doc)
- Collateral

- All of TCP's Literature contains the ENERGY STAR partner logo. TCP has thousands of literature pieces currently circulating throughout both the commercial and consumer channels.
- TCP has had great success promoting ENERGY STAR product with customers looking for specific socket solutions. That is why we have included a special area for it in our SpringLight brochure. (SpringLight Trifold JPG)
- The 2011 TCP product catalog featured a full page "advertisement" on ENERGY STAR 45,000 catalogs were printed and distributed in 2011. (catalog page PDF)
- TCP's corporate positioning brochure features the same ad as the product catalog with around 3, 000 of these pieces distributed in 2011. (catalog page PDF)
- OTHER NOTES
  - Company pledge driver day in the café (Pledge Day photo1 &photo2 JPGs)
  - TCP's trade show booth at LightFair International 2011.