

MaxLite®

A NEW WAVE OF LIGHT



NEW IMPROVED UTILITY REBATE SERVICES JANUARY 31, 2017

TODAY'S AGENDA

- 2017 Rebate Changes & Opportunities
- Rebate Bus Partnership
 - New Rebate View
 - Custom rebate calculators
 - Auditing system
 - Paperwork services
- MidStream Programs
- New MaxLite DLC Products!



Utility Rebate Team
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REBATE TRENDS

	2015	2016	2017
Omni A-Lamps 9A19DLED27/G5	\$9	\$6	\$4
BR Lamps 8BR30DLED27/G2	\$13	\$8	\$4.50
PAR Lamps 10P30DLED30FL	\$21	\$12	\$8
Wall Packs WPCL55AU50B	\$86	\$75	\$81
Area Lights ARX25HT550B0A0	\$112	\$100	\$100
Downlights RR61827W-L7	\$23	\$15	\$9

	2015	2016	2017
Troffers / Flat Panels Edge Lit 2x4	\$61	\$50	\$43
High Bays HL-150	\$134	\$125	\$85
Utility Wraps LSU	\$44	\$40	\$44
UL Type A T8 L13T8DF	\$10	\$8	\$6
UL Type B T8 L12.5			\$7
UL Type C T8 L19T8EX			\$8

MIDSTREAM DEVELOPMENTS

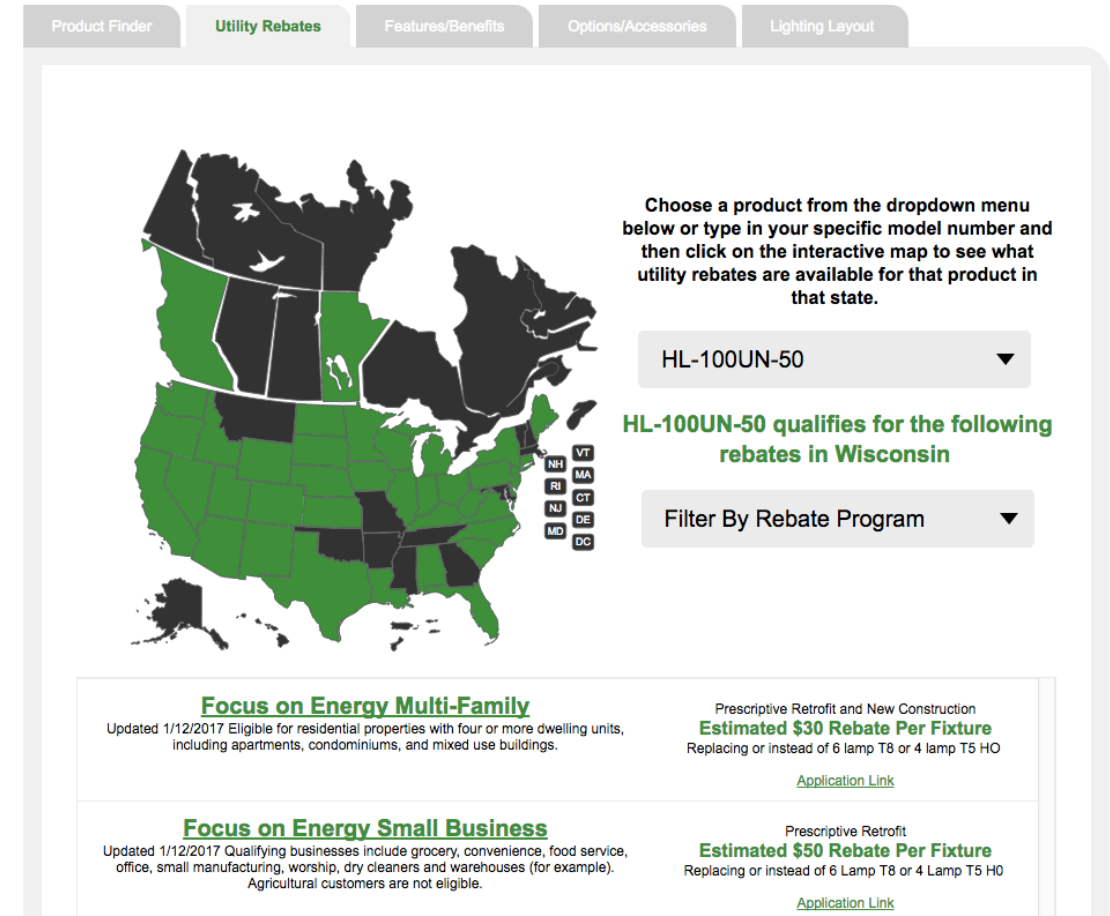
- Contact your local utility and ask about mid-stream “distributor instant” incentives. Rebate Bus Partnership
- A good relationship with your local utility program can be highly beneficial.
- Ask about becoming an approved “trade ally” – you may become aware of special incentive offers before the general public.

Program Name	
Pacific Gas and Electric Instant Rebates	Wattsmart WY Instant Rebates
Xcel Energy Colorado Instant Rebates	ComEd Instant Rebates
Energize Connecticut Instant Rebates	Baltimore Gas and Electric Instant Rebates
Ameren Illinois Instant Rebates	Efficiency Vermont Instant Rebates
Mass Save Instant Rebates	Snohomish County PUD Instant Rebates
Puget Sound Energy Instant Rebates	Southern California Edison Instant Rebates
Xcel Energy Minnesota Instant Rebates	Entergy AR Instant Rebates
Pacific Power Instant Rebates	SMECO Maryland Instant Rebates
Wattsmart UT Instant Rebates	

*A list with links/contact information will be sent to you after the webinar.

2017 REBATE UPDATES

- New rebate view available via product pages
- Adding specialty programs
- Better support for New Construction
- Cleaner interface



The screenshot shows the 'Utility Rebates' section of the MaxLite website. At the top, there are navigation tabs: 'Product Finder', 'Utility Rebates' (selected), 'Features/Benefits', 'Options/Accessories', and 'Lighting Layout'. Below the tabs is a map of the United States with states colored green or black. To the right of the map, there is a dropdown menu showing 'HL-100UN-50'. Below the dropdown, text states: 'HL-100UN-50 qualifies for the following rebates in Wisconsin'. Below this is another dropdown menu labeled 'Filter By Rebate Program'. At the bottom, there are two sections for rebate programs:

Program Name	Details	Rebate Amount	Application Link
Focus on Energy Multi-Family	Updated 1/12/2017 Eligible for residential properties with four or more dwelling units, including apartments, condominiums, and mixed use buildings.	Prescriptive Retrofit and New Construction Estimated \$30 Rebate Per Fixture Replacing or instead of 6 lamp T8 or 4 lamp T5 HO	Application Link
Focus on Energy Small Business	Updated 1/12/2017 Qualifying businesses include grocery, convenience, food service, office, small manufacturing, worship, dry cleaners and warehouses (for example). Agricultural customers are not eligible.	Prescriptive Retrofit Estimated \$50 Rebate Per Fixture Replacing or instead of 6 Lamp T8 or 4 Lamp T5 HO	Application Link

POWERED BY REBATE BUS

- Rebate data is written from the actual measure line level
- When a new item is introduced we don't need to spend time analyzing each program
- 1,400 qualified items - each needing a rebate value across all programs



BROWSE REBATES

PROGRAM SITE

APPLICATION LINK

San Diego Gas & Electric



Program Currently Closed

The Energy Efficiency Business Rebates program helps eligible customers offset the cost of installing energy-efficient lighting, refrigeration, food service, natural gas and other high efficiency equipment. .

*Contact Email: businessenergysavings@sdge.com,
Contact Phone: (800) 644-6133*

CUSTOM CALCULATED REBATES

- System calculates custom rebates
- Easier to communicate potential rebate amounts

Ameren Act on Energy:

\$0.35 Rebate per Watt Reduced. Program goes until May 31, 2017. We help customers become smarter, safer energy consumers. Find energy efficiency tips, plus access to helpful programs, rebates and cost incentives. When it comes to energy, actions speak louder than words. That's why we work hard to make sure you have the energy you need. And it's why we put savings tools in your hands—so you can take action.

**Estimated \$60.93
Rebate**


Current as of 10/6/2016

[Apply Now](#)

Our data out of date? [Report this rebate!](#)

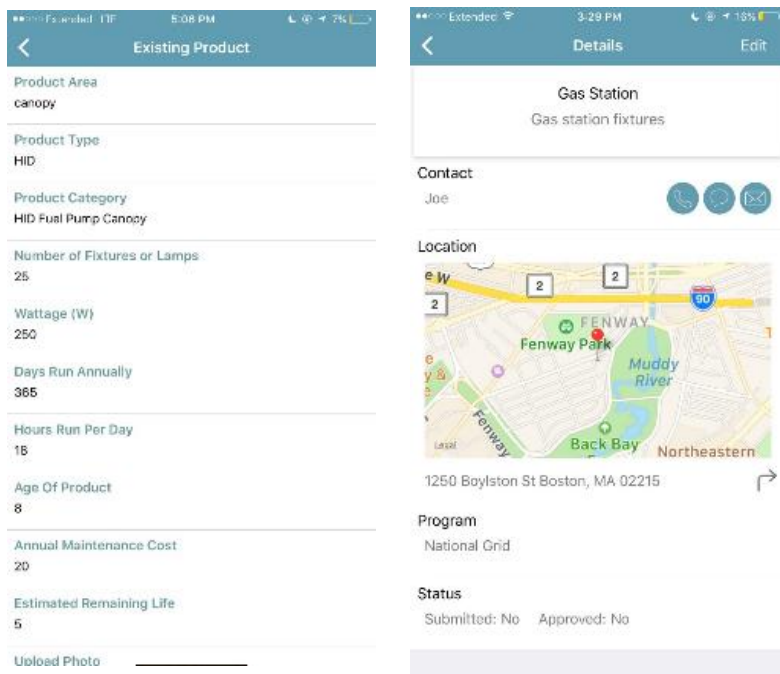
MARKETING TOOLS

- Contact utility@maxlite.com for a flyer
- Data is easier to export
- Turnaround in 48 hrs

Utility Rebates			44W POLYGON LED LINEAR PARKING FIXTURE LSP4805SU44DV50PKG			
Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee						
Custom						
EnergyRight		\$24.31				
Arizona						
Custom						
Arizona Public Service		\$53.48				
Prescriptive						
Tucson Electric Power		\$45.00				
Arkansas						
Custom						
Entergy AR		\$72.93				
Entergy AR City Smart		\$48.62				
SWEPSCO		\$68.07				
California						
Custom						
Alameda Municipal Power		\$48.62				
Anaheim Public Utilities		\$72.93				
Burbank Water and Power		\$24.31				
Glendale Water and Power		\$29.17				
Los Angeles Department of Water and Power		\$72.93				
Modesto Irrigation District CA		\$9.72				
Pacific Gas and Electric LED Accelerator		\$116.68				
Pasadena Water and Power		\$72.93				
Riverside Public Utilities		\$48.62				
Southern California Edison		\$38.89				
Prescriptive						
Modesto Irrigation District CA		\$15.00				
Delaware						
Prescriptive						
Delaware Energy Efficiency Investment Fund		\$75.00				
District Of Columbia						
Prescriptive						
DC Sustainable Energy Utility		\$50.00				
Florida						
Custom						
Tampa Electric		\$8.33				
Georgia						
Custom						
Georgia Power		\$22.20				
Idaho						
Prescriptive						
TIP		\$20.00				
Idaho, Oregon						
Custom						
Idaho Power		\$58.34				
Illinois						
Custom						
Ameren Act on Energy		\$38.85				
ComEd Smart Ideas		\$44.40				
Illinois Energy Now		\$77.70				
Prescriptive						
MidAmerican Illinois		\$50.00				
Indiana						
Custom						
Indianapolis Power and Light		\$34.03				
Kansas, Missouri						
Prescriptive						
Kansas City Power and Light		\$100.00				
Kentucky						
Custom						
AEP Kentucky Power		\$55.50				
Prescriptive						
LS&E and KU		\$10.00				
Louisiana						
Custom						
CLECO		\$77.79				
Energy Smart NOLA		\$48.62				
Entergy LA		\$43.76				
SWEPSCO LA		\$48.62				
Maine						
Prescriptive						
Efficiency Maine		\$50.00				
Manitoba						
Prescriptive						
Manitoba Hydro		\$130.00				
Maryland						
Prescriptive						
Baltimore Gas and Electric		\$60.00				
Potomac Edison Maryland		\$100.00				
SMECO Maryland		\$100.00				
Massachusetts						
Prescriptive						
Mass Save		\$100.00				
Michigan						
Prescriptive						

REBATE BUS PROPOSAL SYSTEM

- Project proposal system with integrated utility rebate data



The screenshot displays two panels of the Rebate Bus Proposal System. The left panel, titled 'Existing Product', lists details for a 'canopy' product: Product Type is 'HID', Product Category is 'HID Fuel Pump Canopy', Number of Fixtures or Lamps is '25', Wattage (W) is '250', Days Run Annually is '365', Hours Run Per Day is '18', Age Of Product is '8', Annual Maintenance Cost is '20', and Estimated Remaining Life is '5'. The right panel, titled 'Details', shows 'Gas Station' as the location, 'Gas station fixtures' as the product type, 'Joe' as the contact, and a map of Fenway Park area in Boston. The address is '1250 Boylston St Boston, MA 02215'. The program is 'National Grid' and the status is 'Submitted: No Approved: No'. There is an 'Upload Photo' button at the bottom.

- Rebates are determined based on existing conditions

OUTDOOR FIXTURES - FUEL PUMP CANOPY

\$100.00 Rebate per Fixture.

Requires new product wattage between 20 and 99.

Requires wattage reduction of at least 60.



FIND MATCHING PRODUCTS

OUTDOOR FIXTURES - FUEL PUMP CANOPY

\$150.00 Rebate per Fixture.

Requires new product wattage greater than or equal to 100.

Requires wattage reduction of at least 100.



FIND MATCHING PRODUCTS

INTEGRATION TIMELINE

- Data is live now!
- Updated weekly by team of Rebate Bus Analysts
- ROI Tool and Proposal Generator will be live in Q2
- Rebate Submittal Service will be built into Proposal Generator enabling a very simple project proposal and rebate experience with MaxLite



MAXLITE PRODUCT VALUE

Utility Branded Product

- Quick turnaround, no additional costs
- Powerful brand connection in market
- Your customers may not know this is an option

Our factory is best in class – 15 day production schedule for large orders.

We should never lose a utility deal, ever.



UL TYPE C LED



PROJECT NAME: _____ CATALOG NUMBER: _____

NOTES: _____ FIXTURE SCHEDULE: _____

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LED T8 EXTERNAL DRIVER TYPE-C EX T8 SERIES



PRODUCT DESCRIPTION:

MaxLite LED T8 with External Driver are the ideal energy saving choices when upgrading traditional linear T8 fluorescent lamps in fixtures containing standard G13 (medium bi-pin) sockets.

FEATURES:

- 19W @ 2,350 lumens, 124 lm/W
- Color Temperature available: 3500K, 4000K and 5000K
- Universal voltage: 120V-277V applications
- Instant on
- Beam angle: 150°
- Non dimmable
- Color Rendering Index (CRI): ≥80
- 50,000 hour life
- Shatter resistant
- THD ≤20%
- High power factor: ≥0.90
- G13 medium bi-pin base
- Mercury free and virtually no UV or IR light
- Easy disposal
- L19T8EX4xx(DR1L), L19T8EX4xx(DR2L), L19T8EX435(DR3L) & L19T8EX435(DR4L) are DesignLights Consortium qualified product (xx = 35, 40 and 50)
- Suitable for open or enclosed fixtures
- Suitable for dry and damp locations
- Five year limited warranty (24 hour burn cycle)

APPLICATIONS:

- General illumination
- Cove lighting
- Display case
- High bay
- Parking garage

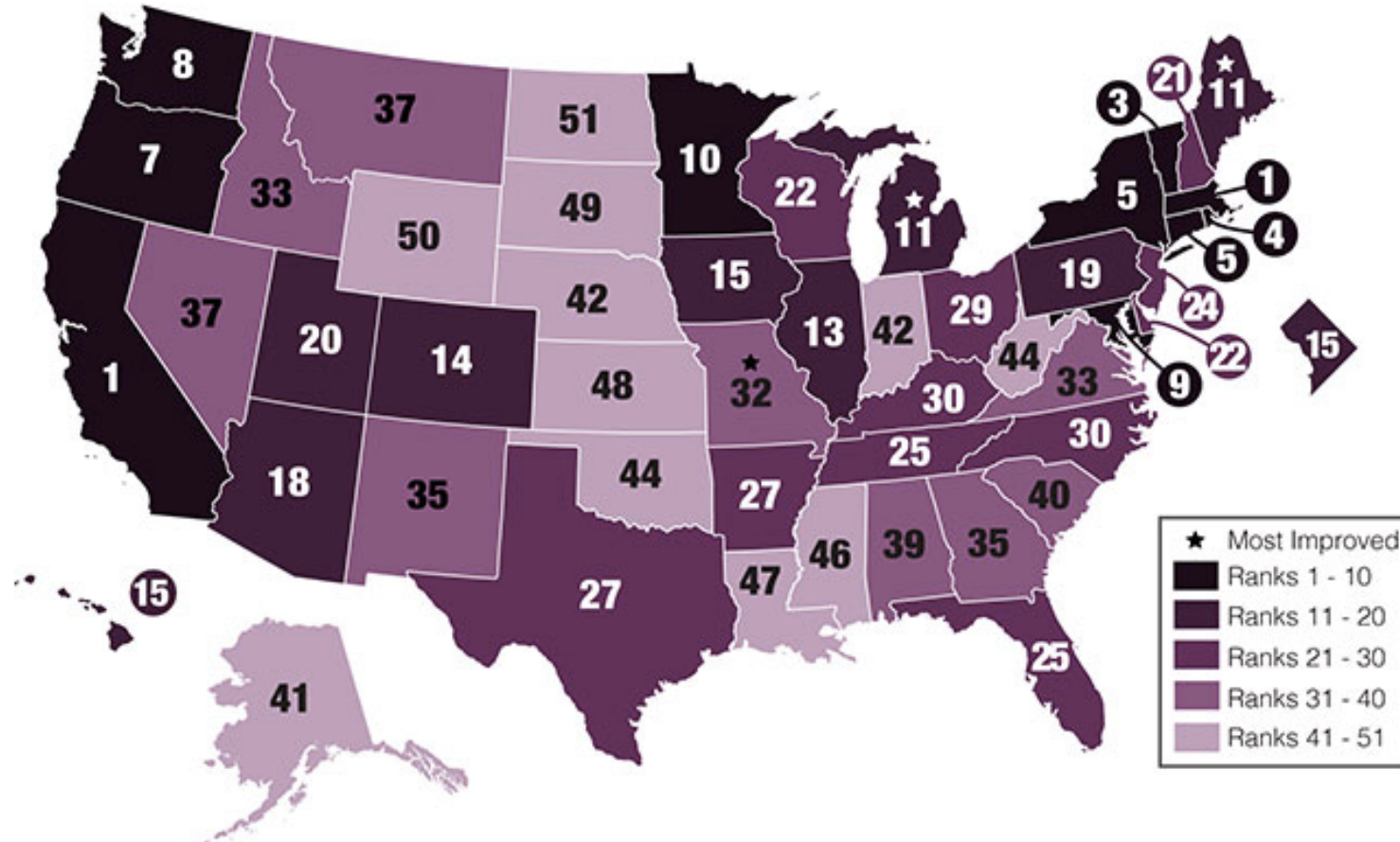


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ACEEE 2016 SCORECARD



THANKS FOR ATTENDING!



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