



Utility Rebate Services

Presented by: Joe Pater
Director of Utility Solutions

June 30, 2016

Utility Rebates

Item (SKU)	Description	Custom Rebate	\$	With rebate	Visit Website	Download
ELZ150RND	718W HIGH OUTPUT FLOODLIGHT 138W UNV 120-277V MEDIUM BECED BASK	Custom Rebate	\$ 18	With rebate	Visit Website	Download
ELZ150RND	718W HIGH OUTPUT FLOODLIGHT 138W UNV 120-277V NARROW BECED BASK	Custom Rebate	\$ 18	With rebate	Visit Website	Download
ELZ150RND	718W HIGH OUTPUT FLOODLIGHT 138W UNV 120-277V WIDE BECED BASK	Custom Rebate	\$ 18	With rebate	Visit Website	Download

TODAY'S AGENDA

Utility Rebate Services:

- Utility Program Overview
- The Mid-Stream Future
- Examples
- Program Links
- DLC 4.0 & Premium
- ENERGY STAR 2.0 Lamp Spec
- MaxLite Resources
- Nationwide Rebate Landscape
- ACEEE State Scorecard
- Summary & Next Steps
- Utility Contact Information

MaxLite Webinars

A NEW WAVE OF LIGHT

MaxLite Presents:

MAXLITE'S UTILITY REBATE SERVICES

Thursday, 6/30/16 @ 12pm EST

Item Name	Description	Year	Amount	Units	Program	Link
LED LIGHTING	LED LIGHTING (100W or less)	2016	\$1.00	Per Watt	LED	View
LED LIGHTING	LED LIGHTING (100W or less)	2016	\$1.00	Per Watt	LED	View
LED LIGHTING	LED LIGHTING (100W or less)	2016	\$1.00	Per Watt	LED	View

Rebates provide an easy way for your customers to increase ROI and shorten the payback period on their projects. These programs are growing rapidly and MaxLite is proud to have one of the most progressive utility rebate support groups in the industry. Join us on Thursday, June 30th and learn what MaxLite is doing to help you and your customers take advantage of utility incentives.

Click Here To Register Now!

Add this webinar to your calendar
(if prompted to OPEN or SAVE, choose OPEN)

UTILITY PROGRAM OVERVIEW

- Utilities are increasingly driven by the economic value of energy savings.
- Rebate programs are their lever.
- Programs are growing and evolving.
- Rebate \$ values per fixture are in decline yet budgets are increasing across the country.



UTILITY PROGRAM OVERVIEW

- Rebates for LED upgrades now exist across the country, even conservative states are starting to find value.
- Reducing the operating costs of businesses is a big lever. Lower costs = stronger balance sheets.
- Utilities thrive on market growth.



THE MID-STREAM FUTURE

- Programs are moving to a direct incentive approach on screw based LEDs.
- The “purchaser” of the product at a qualified distributor needs to provide the end user physical address.
- Requires some time & paperwork but rebates are lucrative.



EXAMPLES

Lighting To Go instant discounts Save on energy-efficient commercial LEDs

When your business invests in energy-efficient LED lighting, use PSE's Lighting To Go instant discounts to save a bundle. LED bulbs use around 80 percent less energy than incandescent bulbs and around 20 percent less than CFL bulbs—which means yearly energy savings of up to 70 percent or more.



What you get*

PSE Lighting To Go instant discounts are applied at purchase, so there's no pre-approval or paperwork needed.

Lighting Category/Type and Size	Instant Discount Value
Screw base LED decorative lamps	Up to \$4 instant discount
Screw base LED omnidirectional lamps, 20W or less	Up to \$4 instant discount
LED linear lamps TLED for existing T8 electronic ballasts	Up to \$6 instant discount
LED MR16 / PAR16 lamps	Up to \$8 instant discount
Screw base LED directional lamps R/BR/PAR 20, 30, 38, 40	Up to \$10 instant discount
LED recessed can retrofit kits	Up to \$15 instant discount

* PSE's Lighting To Go instant discount program is a tariffed service and subject to change or termination without prior notice.

LED Lamps

- NEW! LED CFL replacement lamps (CFLEDs) - \$10 off
- LED A19 lamps - \$6 off
- LED A21 lamps - \$10 off
- LED Candelabra and Globes - \$6 off
- LED BR and R lamps - \$7 off
- LED MR16 lamps - \$8 off
- LED PAR20 lamps - \$9 off
- LED PAR30 lamps - \$12 off
- LED PAR38 lamps - \$15 off

LED Recessed Trim Kits

- LED recessed small trim kits (less than 8") standard output- \$15 off

* \$0.75 minimum contribution for Fluorescent lamps

* \$1 minimum contribution for LED lamps

* \$3 minimum contribution for LED recessed small trim kits (less than 8") - standard output

2016 Upstream Lighting Schedule

Product type	Incentive Amount	Minimum Customer Contribution
Linear Fluorescent Lamps (LFL)		
T5HO	\$1.00	\$1.00
T8 - 28	\$1.00	\$1.00
T8 - 25	\$1.00	\$1.00
U-Bend T8 - 28	\$1.00	\$1.00
U-Bend T8 - 25	\$1.00	\$1.00
LED Lamps		
PAR20/BR20	\$10.00	\$1.00
PAR30/BR30	\$20.00	\$1.00
PAR38/BR40	\$25.00	\$1.00
A-line, 40/60W equivalent	\$5.00	\$1.00
A-line, 75/100W equivalent	\$10.00	\$1.00
Decorative Lamps	\$5.00	\$1.00
TLED, 4ft and 2ft Instant Fit lamps	\$5.00	\$1.00
MR16/PAR16/GU10	\$10.00	\$1.00
G24 LED – 2pin & 4-pin	\$15.00	\$1.00
G23 LED	\$10.00	\$1.00
LED Fixtures		
LED Downlight, <25W	\$20.00	\$1.00
4' LED Stairwell Kit w/sensor, <55W	\$100.00	\$1.00
2' LED Stairwell Kit w/sensor, <55W	\$75.00	\$1.00

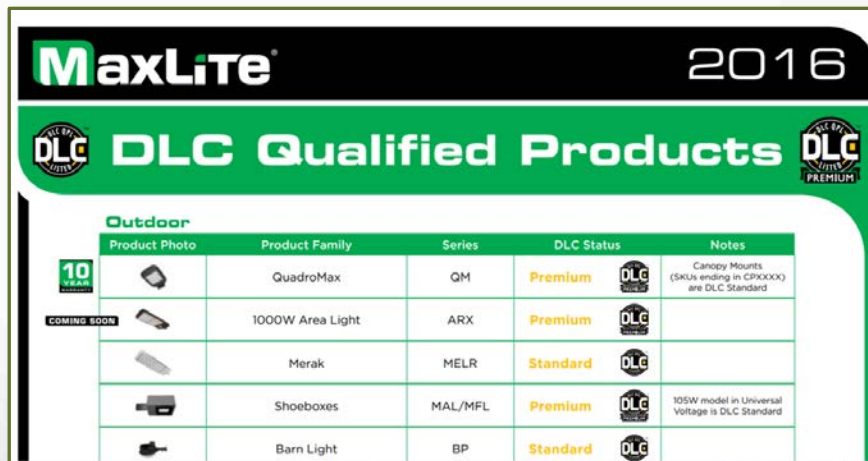
PROGRAM LINKS

Program with Links	
Mass Save, Including RI	Hawaii Energy
Puget Sound Energy, WA	Energize Connecticut
Energy Trust of Oregon	Efficiency Maine
Pacific Gas and Electric	Efficiency Vermont
Southern California Edison	Duke Energy
Xcel Energy CO and MN	Baltimore Gas and Electric
Pacific Power WY and UT	ComEd BILD
Ameren IL	

- Contact your local utility and ask about mid-stream “distributor instant” incentives.
- 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.

DLC 4.0 & PREMIUM













- DLC 4.0 has been released – set for Jan 2017 implementation.
- DLC Premium is gaining support – Mass Save, Efficiency Maine, PG&E.
- Networked controls specification coming online.
Rebates to follow...



MaxLite 2016

DLC Qualified Products

Outdoor

Product Photo	Product Family	Series	DLC Status	Notes
 	QuadroMax	QM	Premium 	Canopy Mounts (SKUs ending in CPXXXX) are DLC Standard
 	1000W Area Light	ARX	Premium 	
	Merak	MELR	Standard 	
	Shoebboxes	MAL/MFL	Premium 	105W model in Universal Voltage is DLC Standard
	Barn Light	BP	Standard 	

Email me at: jpater@maxlite.com
for this flyer

ENERGY STAR 2.0 LAMP SPEC

- MaxLite Estar 2.0 dimmable and non-dimmable A19 – Life of 25,000 hrs.
 - 9A19DLED27/G4 – dimmable - ETA July
 - 9A19LED27/G4 – non dimmable - ETA August
- Pricing is aggressive and should drive significant sales in coordination with strong utility incentive
- Get aggressive!



MAXLITE RESOURCES

- [ROI Calculator](#)
- [Pricing with rebates \(reps only\)](#)
- [Utility Rebate Finder](#)
- [Custom Rebate Calculator](#)



MaxLite[®]
A NEW WAVE OF LIGHT

Return on Investment Analysis

Prepared for: Sample
Project: St. Christophers Gym
Replacement: MLLHP150USD12/W

Email me for a copy of this template:
jpater@maxlite.com



Utility Rebates

Choose your state, utility, rebate type and types of products below to view rebates available for MaxLite products in your area. [Click to Request Rebate Flyer](#)

If you have questions about the rebates, notice something that is missing or see a discrepancy in the information please email: utility@maxlite.com

Choose state: Choose utility:

Click an Items SKU to view its specifications. Click "download" for an Excel or PDF version of our price list with specs. [Excel](#) [PDF](#) [Print this page](#)

MAXLITE RESOURCES

Find relevant rebates on any product page.

[Data Sheets, Specs and Downloads](#) |
 [Utility Rebates](#) |
 [Features/Benefits](#) |
 [Options/Accessories](#) |
 [Lighting Layout](#)

California | ALAMEDA MUNICIPAL |

Updated for 2016-AMP must approve the project before work proceeds and has final approval of all projects

Click an items SKU to view its specifications. Click "download" for an Excel or PDF version of our price list with specs.
 [Excel](#) [PDF](#) [Print this page](#)

Outdoor LED Fixtures - \$0.10 ~ \$0.10

	Item (SKU)	Description	Type	Amount	Per Unit	Rebate Detail	Rebate Website	Form
	WPL40AU50B	10 - LED LARGE WALL PACK - 39W, 120-277V, 5000K, BRONZE	Custom Retrofit	\$.10	kWh saved		Visit Website	Download
	WPL40AU50BIBB	10 - LED LARGE WALL PACK - 39W, 120-277V, 5000K, BRONZE, INTERNAL BATTERY BACKUP	Custom Retrofit	\$.10	kWh saved		Visit Website	Download
	WPL40AU50BMS4	10 - LED LARGE WALL PACK - 39W, 120-277V, 5000K, BRONZE, DAYLIGHT/MOTION SENSOR	Custom Retrofit	\$.10	kWh saved		Visit Website	Download
	WPL40AU50BPC12	10 - LED LARGE WALL PACK - 39W, 120-277V, 5000K, BRONZE, 120V BUTTON PHOTOCONTROL	Custom Retrofit	\$.10	kWh saved		Visit Website	Download

WallMax Wall Packs

Home

Products

- > Outdoor LED Fixtures
- > LED Area and Roadway Light Fixtures
- > LED Wall Packs
 - > Full Cutoff LED Wall Packs
 - > [WallMax Wall Packs](#)
 - > LED Adjustable Wall Packs
 - > QuadroMAX LED Wall Packs
- > LED Garage and Canopy Fixtures
- > LED Flood Lights
- > LED Hazardous Location Fixtures
- > LED Vapor Tight Linear Fixtures
- > LED Lanterns
- > LED Security Light Fixtures
- > LED VaporProof Jelly Jar
- > QuadroMAX LED Outdoor Lighting Fixtures

Validations & Accolades:

Overview:

MaxLite's standard WallMax™ LED Wall Packs feature leading-edge optics that increase light output and reduce shadows to create safe, brightly-lit outdoor environments in parking garages and entrances, public areas, schools, hospitals, hotels and outdoor walkways nationwide. Available in a full range of outputs to replace metal halide fixtures of up to 400 watts, our LED Wall Packs save energy, lower maintenance costs and prevent light pollution. DesignLights Consortium-listed models are available for utility rebate programs.

[Sku Generator](#)

[Data Sheet](#)

[Owner Manual](#)

[Installation Video](#)

[Product Video](#)

[Rebates](#)

[Options and Accessories](#)

[Find a Distributor](#)

[Find a MaxLite Rep](#)

[Case Study](#)

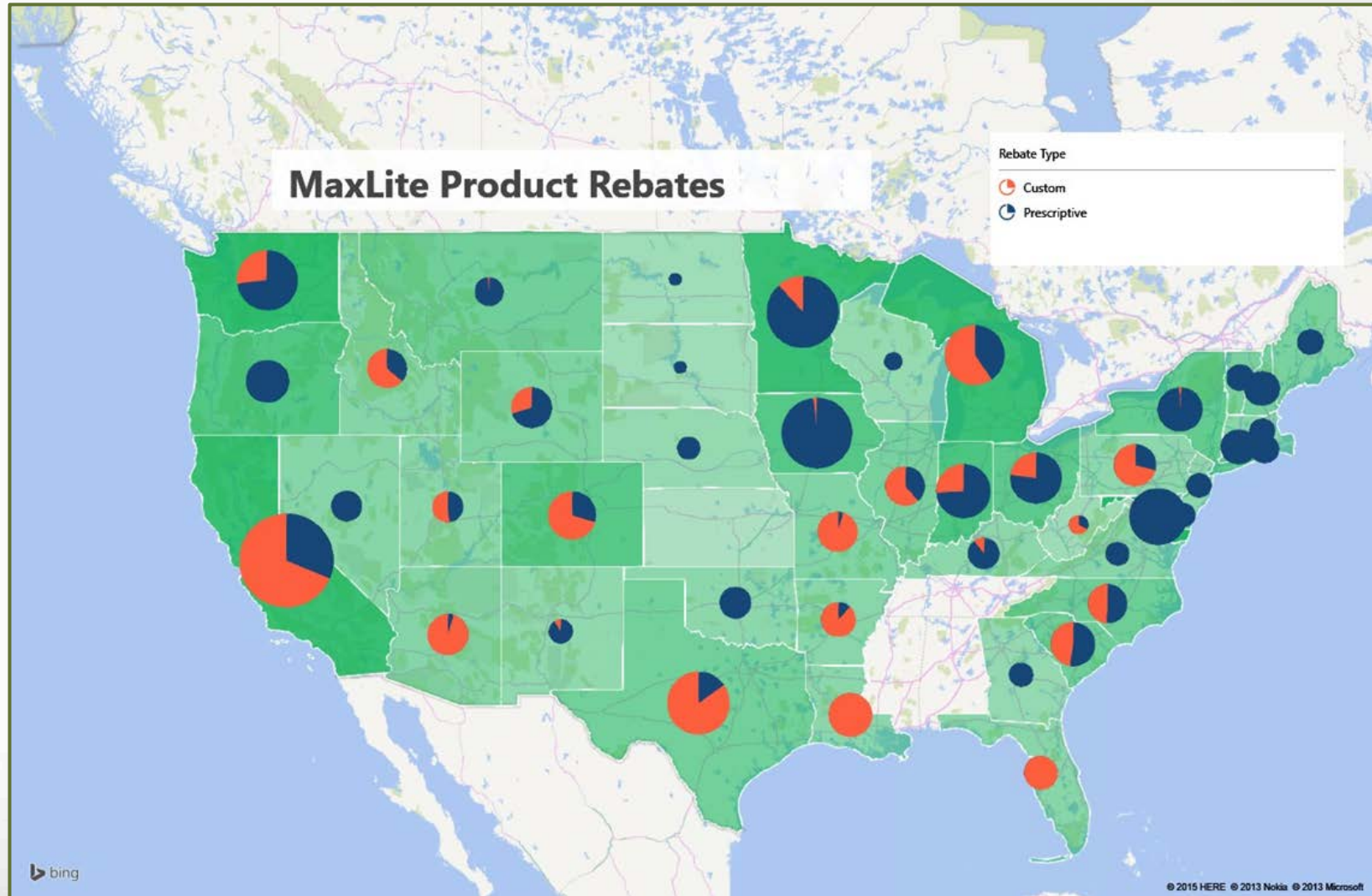
Product Gallery

[Data Sheets, Specs and Downloads](#) |
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 [Features/Benefits](#) |
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 [Lighting Layout](#)

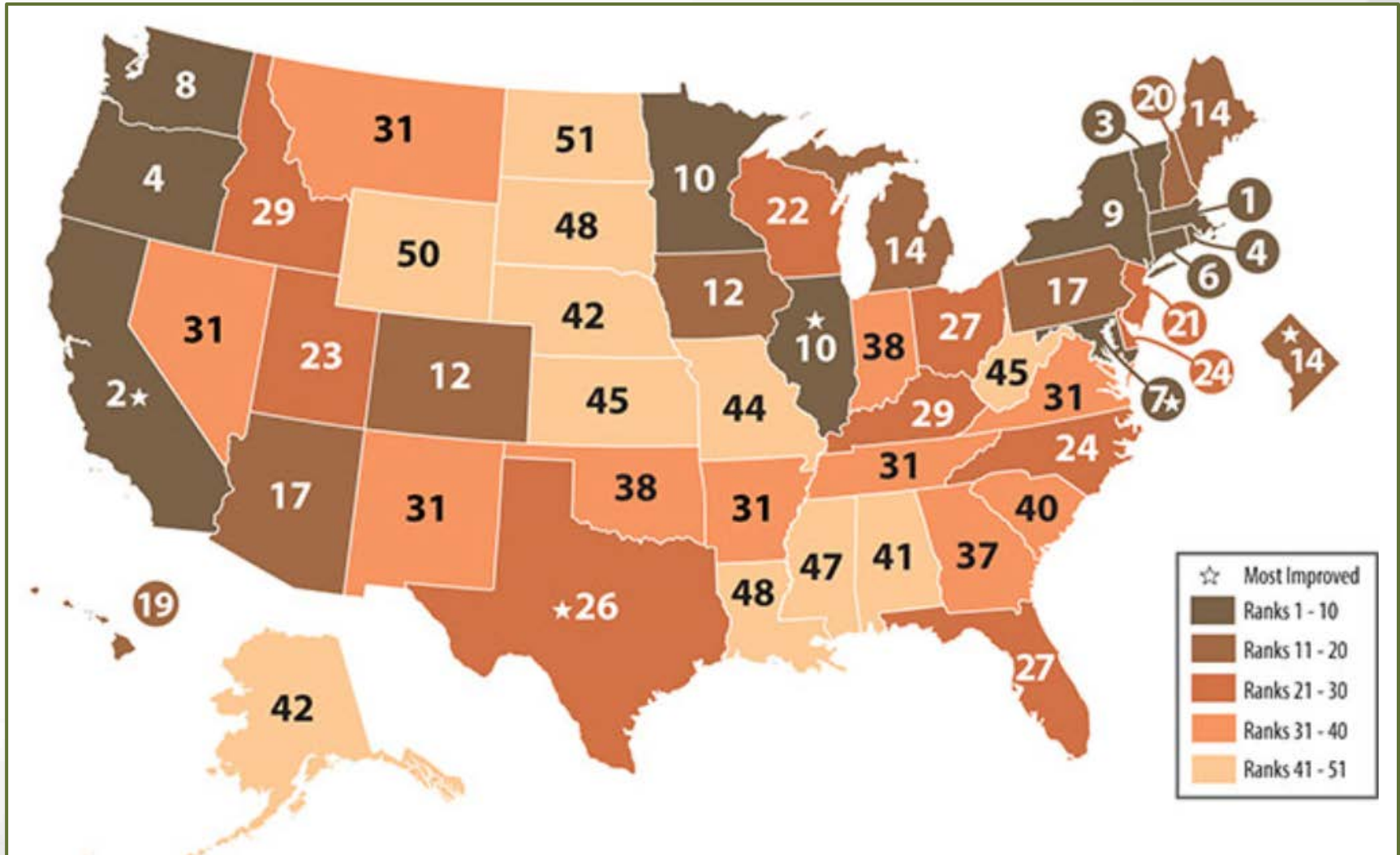
Choose state | Choose utility |

Click an items SKU to view its specifications. Click "download" for an Excel or PDF version of our price list with specs.
 [Excel](#) [PDF](#) [Print this page](#)

2016 NATIONWIDE REBATE LANDSCAPE



2015 ACEEE STATE SCORECARD



SUMMARY & NEXT STEPS

- Reach out to your local utility program and strengthen that relationship.
- Ask about mid-stream incentives.
- Download the MaxLite rebate data for your local program right from our utility rebate finder:
<http://maxlite.com/utility-rebate-programs>
- Familiarize yourself with the utility form and special requirements.



UTILITY CONTACT INFORMATION

utility@maxlite.com

- C&I Rebate Questions
- Assistance with Rebate Applications
- Custom Flyers for Customers
- Issues with data on the Rebate Finder website
- Questions on where to get started with a program
- Anything utility rebate related – contact info, etc

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QUESTIONS/ANSWERS

Thank you everyone for your attention! Please feel free to use this opportunity to ask any questions you may have about MaxLite or the products shown in this presentation.

FOR MORE INFORMATION ABOUT OTHER MAXLITE PRODUCTS, OR
FOR LIGHTING QUESTIONS IN GENERAL; PLEASE CONTACT:

info@maxlite.com

<http://www.maxlite.com>

1-800-555-5629