

## Impact of Multi-pack Lighting Coupon Promotions

Stacey Wagner

Long Island Power Authority

131 S. Hoffman Lane

Islandia, NY 11749

Ph: 631-436-5765 Fax: 631-436-4065

Email: [SWagner@keyspanenergy.com](mailto:SWagner@keyspanenergy.com)

Topic: Program Development and Implementation

In an effort to increase consumer response to its ENERGY STAR Lighting Program incentives, the Long Island Power Authority (LIPA) has conducted three separate lighting promotions over the past 2.5 years, in conjunction with regular program offerings. The main objective of each promotion was focused on providing LIPA residential customers the opportunity to receive \$1 off per ENERGY STAR qualified Compact Fluorescent Light bulb (CFL) sold in a package containing two or more bulbs. With each promotion LIPA was able to streamline efforts in order to maximize energy savings and keep costs to a minimum. The purpose of this paper is to share these experiences with other Energy Efficiency Partners.

Each of the three promotions was offered to any ENERGY STAR lighting retail partner on Long Island that carried multiple bulb packages of qualified CFLs. In addition, each promotion was held either during the October through November timeframe in support of the national Change A Light, Change the World campaign, or most recently, during the March-April timeframe in support of Earth Day. During the duration of the promotion the average price was reduced from \$1.66 to .66 for a 14 watt bulb, and from \$2.49 to \$1.49 for a 23 watt bulb. A total of 812,972 ENERGY STAR qualified bulbs were sold between Fall 2004 and Spring 2006 as a result of these offerings.

The first promotion was held in Fall 2004, and ran from November 1-December 31. The program utilized a combination of an instant paper coupon and product markdown. Because this was our first experience doing a \$1 off promotion, the use of the paper coupon brought some lessons. The coupon was designed similarly to our regular bulb package coupons, where customers fill in both their personal information (name, address, and zip code), as well as the purchase date, manufacturer, model number, retail price, number of bulbs in pack, and total dollar amount off. (Attachment 1)

The installation of coupons in our retail partner stores went fairly smoothly. Due to the new program, additional training of the sales associates and cashiers was quite extensive. After the coupons were in stores and being utilized, we learned from our rebate fulfillment center that the coupons were not being filled out completely. The lesson we learned from this is that if a coupon program causes too much work for a customer or cashier, required information will inadvertently be left out. A common problem was missing, incomplete, or unknown model numbers, which did not allow the fulfillment center to verify package size.

For example, we know that the Commercial Electric brand model number 292-460 is a 6-pack of 14 watt spiral CFLs, so during this promotion, the customer would have received \$6 off. In turn, the store would be reimbursed \$6 once the coupons were submitted to our fulfillment center. In

cases where the coupon was submitted with no model number, but the customer or cashier wrote in "\$6" as the rebate amount, the fulfillment center could not authorize redemption of \$6 (six bulbs), so a minimum default of \$1 (one bulb) was used instead. This means that we potentially missed out on thousands of bulb counts simply due to incomplete coupons.

Along with the 2004 coupon program, LIPA conducted a product markdown with Costco. In order to be equitable, the markdown program was also \$1 off per bulb in a multi-bulb package of ENERGY STAR qualified CFLs; however, rather than utilizing paper coupons, the bulb package prices were discounted in the store's register system during the November-December promotional timeframe. This approach was much more seamless. We were able to receive the results of this promotion much faster than waiting for stores to gather their instant coupons and mail them in to the fulfillment center. Instead, we received sales data updates on a weekly basis and were able to monitor the promotion as it went along.

While it may sound like we favor product markdowns over coupons, we do want to point out that each has its place. What we learned from this experience is that markdowns are more effective than coupons in large big box retailers, for several reasons. The first is that the mass merchants have more sophisticated Point of Sale (POS) systems that can provide sales reports on specific SKUs during a specific timeframe. They also have the ability to set retail prices within all stores in a specific zip code territory, and can fairly quickly return prices back to regular retail once the promotion ends. The other benefit is that, since we receive weekly updates, we can monitor sales and if necessary, shut down the promotion if it is going to exceed the campaign budget.

With that said, the coupon program also plays an important role for smaller retail stores that do not have POS systems equipped to track sales or provide the necessary information required. The paper coupons are also useful in stores that sell fewer SKUs and/or less volume of ENERGY STAR qualified CFLs and in which it wouldn't be worth their while to go through the steps necessary to put together a product markdown. In these instances we are still able to provide such retail partners with the opportunity to sell ENERGY STAR qualified CFLs to their customers at a discounted price, via the \$1 off coupons, and be reimbursed from LIPA. The coupon program also helps to call out the discounted pricing to customers, with use of Point of Purchase materials throughout the lighting department.

In both cases, LIPA extensively utilizes field representatives to ensure proper training of sales associates, department heads, and cashiers for the \$1 off promotion. Each store is visited prior to the launch of the promotion and throughout its duration, to maintain communication on which products are eligible for the markdown and that the prices are correctly discounted. The presence of field staff also help ensure that the products are continuously featured on the sales floor; the field representatives not only maintain product Point of Purchase materials, but remind each store manager to bring additional supplies down from overhead storage or from the back room and keep the lighting shelves fully stocked.

In conjunction with the product markdowns and instant coupons, LIPA held a Change A Light press event at the Home Depot store in Farmingdale, NY in November 2004, where LIPA Chairman Richard Kessel presented the multi-pack coupon promotion and encouraged every Long Island resident to change at least one light in their home to an ENERGY STAR qualified

one. To support this effort, LIPA's ENERGY STAR field representatives held in-store promotions throughout the campaign. Each representative set up tables with light meters and program materials to educate both consumers and sales associates on the features and benefits of ENERGY STAR qualified lighting products, as well as the multi-pack coupon promotion. A total of 32 in-store promotions were held throughout the campaign.

The final results of LIPA's 2004 multi-pack CFL promotion was 260,874 ENERGY STAR qualified CFLs rebated between 11/1/04-12/31/04. Eight percent of the CFLs rebated were purchased with instant paper coupons.

In 2005, we decided to modify our approach based on the previous year's experiences. With ample time to plan, we designed a product markdown for two high-volume multi-pack SKUs sold at The Home Depot. We also planned another markdown with Costco. We utilized the paper coupons again, but this time we created four distinctly separate coupons – one each for \$1, \$2, \$3, and \$4. (Attachment 2) The corresponding manufacturers and model numbers, obtained from LIPA's field service lighting inventory data, was pre-printed on the \$2, \$3 and \$4 coupons. The \$1 coupon was left blank, and only to be utilized in cases where new product was added to the sales floor after the launch of the promotion, or for packages with five or more bulbs.

Incorporating the standardized coupons into this promotion made a world of difference. Since customers only had to fill in their name, address and purchase date, and check the box next to the multi-bulb package purchased, the coupons were accepted by store cashiers and processed by LIPA's fulfillment center with virtually no problems. In contrast to the previous year, the new coupon format allowed us to take credit for all bulbs purchased - a total of 83,240 CFLs were purchased with coupons alone.

The product markdowns were also more successful the second year, resulting in a total of 385,257 ENERGY STAR qualified CFLs sold. We attribute this to the fact that two mass merchants were providing separate but equal price discounts on their multi-pack CFL packages. We also set an earlier launch date for the 2005 promotion.

The 2005 multi-pack promotion began one month earlier than the previous year, running from 10/1/05-11/30/05. This timeframe allowed us to schedule field representatives to do in-store promotions for the campaign. Representatives set up tables with light meters and program materials; this display allowed them to continuously educate both consumers and sales associates on the features and benefits of ENERGY STAR qualified lighting products, as well as the discount CFL pricing. A total of 50 in-store events were conducted during the campaign.

In addition to the improved coupons, earlier start date, in-store promotions, and participation of two mass merchants in the markdown program, LIPA's 2005 multi-pack promotion included emphasis on the Change A Light, Change the World Campaign. We co-branded the national Change A Light posters with LIPA's Clean Energy Initiative logo, and mentioned LIPA's special promotional pricing on ENERGY STAR qualified CFLs. These posters were distributed by our field representatives to all ENERGY STAR lighting partner retail stores, to help bring recognition of the national campaign and encourage consumers to change the lights in their home to ENERGY STAR qualified lighting.

The final results of LIPA's 2005 multi-pack CFL promotion was 468,497 ENERGY STAR qualified CFLs rebated between 10/1/05-11/30/05. This year, 18 percent of the CFLs rebated were purchased with instant paper coupons.

In 2006 we decided to try something new. Rather than waiting for the Fall Change A Light season to begin focusing on lighting sales, LIPA chose to feature the multi-pack CFL promotion in an early celebration of Earth Day. Again, we partnered with The Home Depot to do a product markdown on the same two SKUs of ENERGY STAR qualified CFLs, and created paper coupons to utilize on all other eligible products and at LIPA's additional retail partner stores.

The 2006 Earth Day promotion ran from 3/1/06-4/30/06, and resulted in 192,146 ENERGY STAR qualified CFLs sold. Although we used the same easy-to-use coupon format as the previous fall, just three percent of the bulbs purchased this spring were rebated with paper coupons. Many of the LIPA retail partner stores not involved in the product markdown simply did not carry much variety or volume of ENERGY STAR qualified CFLs in multi-packs this early in the year. In the spring, the lawn and garden department is the main focus of most retailers.

With that said, we still accomplished our goal of getting an early start on CFL sales by incorporating an Earth Day component into the LIPA multi-pack coupon promotion. We are currently in the midst of LIPA's Fall Change A Light promotion, which runs from 9/1/06-11/30/06.

Each year the multi-pack coupon promotion is offered at 38 Long Island retail locations, via either a product markdown or an instant coupon, depending on the retailer. Because of this approach each retail partner that carries multiple-bulb CFL packages is able to participate. By implementing Point of Purchase materials at each store location, and sponsoring in-store promotions, LIPA's ENERGY STAR program draws attention to the energy efficient products available on Long Island as well as the energy and dollar savings available to consumers.

Through implementing the multi-pack coupon promotions during specific timeframes, with use of marketing and field support staff, LIPA has successfully increased both retailer and consumer interest in ENERGY STAR qualified lighting products.



# INSTANT COUPON

COMPLETE INFORMATION BELOW AND PRESENT TO CASHIER.

**PLEASE PRINT CLEARLY**

RESIDENTIAL ACCOUNT NAME \_\_\_\_\_

STREET ADDRESS (NO P.O. BOXES) \_\_\_\_\_

CITY/TOWN \_\_\_\_\_ STATE NY ZIP CODE \_\_\_\_\_

DAYTIME PHONE-FOR VERIFICATION ONLY \_\_\_\_\_

**YOU MUST COMPLETE THE FOLLOWING INFORMATION.**

1. ENERGY STAR Qualified Light Bulb Package Manufacturer: \_\_\_\_\_

2. ENERGY STAR Qualified Light Bulb Package Model#: \_\_\_\_\_

**3. Circle One:**

17 watt or less (30-60 watt equivalent)    18-22 watt (60-90 watt equivalent)    23-27 watt (90-100 watt equivalent)    28-39 watt (100-150 watt equivalent)    40 watt or more (150 watt equivalent)

4. Retail Price: \$ \_\_\_\_\_ Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ /2004

5. \_\_\_\_\_ x \$1 = \_\_\_\_\_  
(# of bulbs in package) (total rebate)

For ENERGY STAR® Qualified  
**MULTI-PACK LIGHT BULBS**

**\$1 off per bulb**

REDEEMABLE IN STORE ONLY.  
EXPIRES 12/31/04

Good toward the purchase of one ENERGY STAR qualified compact fluorescent multi-package. (ie: a 3-pack would be \$3.00 off) Fill out one coupon for each light bulb package you purchase and enter the number of bulbs in the package.

**Limit: a total of 10 light bulb packages per residential account, per program year.**



**Call 877-654-5472 for more information**

**IMPORTANT INFORMATION FOR LIPA CUSTOMERS:**

This rebate is not valid and cannot be processed unless the bulbs and customer information is completed. This coupon can only be redeemed by an authorized retailer. This coupon is good toward the purchase of one ENERGY STAR qualified light bulb multi-package. This offer is available to all residential LIPA customers, for a limited time, and is good while supplies last. **Limit: 10 bulb packages per residential LIPA electric utility account in 2004.** This rebate is valid for ENERGY STAR qualified compact fluorescent light (CFL) multi-packages only. This offer is void where prohibited, taxed, or otherwise restricted. Sales tax must be paid by the customer on full pre-rebate price. This offer cannot be combined with any other utility or LIPA rebate. The total instant coupon value cannot exceed the purchase price and cannot be doubled or tripled. Personal identification may be required for redemption. LIPA reserves the right to withdraw this offer without notice. LIPA does not guarantee the product's performance, nor does it provide any other warranties, either expressed or implied. If a product you have purchased is defective, contact the retailer or manufacturer. Coupons cannot be reproduced, photocopied or altered in any way. Doing this will make coupons invalid and unacceptable for payment.

**INFORMATION FOR AUTHORIZED RETAILERS:**

To redeem, send instant coupons and completed coupon redemption form to EFI, 40 Washington Street, Suite 3000, Westborough, MA 01581-1013, with a summary of coupon by value, the address where check is to be mailed, and total amount of expected reimbursement. A completed coupon redemption form must accompany all batches of coupons sent to EFI. EFI will reimburse you for up to the face value of the coupons—not to exceed the purchase price of the product—provided you have accepted this coupon in accordance with the coupon redemption policy. For additional redemption forms, call 877-654-5472. We suggest that you insure all coupons that you mail, as you are responsible for any coupons lost in shipping. Retailers must submit coupons to EFI by January 31, 2005 to qualify for reimbursement. Coupon good toward the purchase of one ENERGY STAR qualified bulb multi-package purchased between 11/1/04 -12/31/04. Coupon must state the number of bulbs in each package purchased. Multi-package model number must be filled out on each coupon. **Limit: 10 light bulb package purchases per residential LIPA account in 2004.** Coupon expires December 31, 2004.



**\$1 off**  
**PER BULB IN PACK**



**INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 10/1/05 - 11/30/05**

**PLEASE PRINT CLEARLY**

RESIDENTIAL ACCOUNT NAME

STREET ADDRESS (NO P.O. BOXES)

CITY / TOWN

STATE

ZIP

DAYTIME PHONE - FOR VERIFICATION ONLY

An energy efficiency program brought to you by:



## INSTANT COUPON

### For ENERGY STAR® Qualified Light Bulb Multi-Bulb Package

**YOU MUST COMPLETE THE FOLLOWING INFORMATION:**

1. List the multi-bulb package you are purchasing:

Manufacturer: \_\_\_\_\_

Model: \_\_\_\_\_

Wattage: \_\_\_\_\_

2. Multi-bulb package Retail Price: \$ \_\_\_\_\_

3. # of bulbs in pack \_\_\_\_\_ x \$1 = \$ \_\_\_\_\_ off

4. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2005

**Not to be combined with any other LIPA offer or Instant Coupon.**  
Good toward the purchase of one ENERGY STAR qualified compact fluorescent multi-bulb package. Fill out one coupon for each multi-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.**  
Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

# \$2 off 2-BULB PACK



INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 10/1/05 - 11/30/05

PLEASE PRINT CLEARLY

RESIDENTIAL ACCOUNT NAME

STREET ADDRESS (NO P.O. BOXES)

CITY / TOWN

STATE

ZIP

DAYTIME PHONE - FOR VERIFICATION ONLY

An energy efficiency program brought to you by:



## INSTANT COUPON

For ENERGY STAR®

### Qualified Light Bulb 2-Bulb Package

YOU MUST COMPLETE THE FOLLOWING INFORMATION:

1. Select the 2-bulb package you are purchasing:

**Manufacturer / Model # / Wattage**

- Bright Effects / 168725 / 18 watts
- Bright Effects / 80424 / 15 watts
- Bright Effects / 75316 / 18 watts
- Bright Effects / 82382 / 15 watts
- Commercial Electric / 114-002 / 19 watts
- Commercial Electric / 569-480 / 14 watts
- GE Lighting / FLE15HT3 / 2 / SW / 15 watts
- GE Lighting / FLE17HLX / 8 / SW / CD / 17 watts
- GE Lighting / FLE26HT3 / 2 / SW / 26 watts

2. Two-bulb package Retail Price: \$ \_\_\_\_\_

3. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2005

**Not to be combined with any other LIPA offer or Instant Coupon.** Good toward the purchase of one ENERGY STAR qualified compact fluorescent 2-bulb package. Fill out one coupon for each 2-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.** Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

# \$3 off 3-BULB PACK



INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 10/1/05 - 11/30/05

PLEASE PRINT CLEARLY

RESIDENTIAL ACCOUNT NAME

STREET ADDRESS (NO P.O. BOXES)

CITY / TOWN

STATE

ZIP

DAYTIME PHONE - FOR VERIFICATION ONLY

An energy efficiency program brought to you by:



## INSTANT COUPON

### For ENERGY STAR® Qualified Light Bulb 3-Bulb Package

YOU MUST COMPLETE THE FOLLOWING INFORMATION:

1. Select the 3-bulb package you are purchasing:

**Manufacturer / Model # / Wattage**

- Commercial Electric / 353-816 / 23 watt
- General Electric / FLE15HT3 / 2 / SW / CD3 / 15 watt
- General Electric / FLE15 / 2 / R30 / SW / CD / 15 watt
- General Electric / FLE26HT3 / 2 / SW / 26 watt
- Sylvania DELUX EL / CF13EL / MINITWIST / MC / BL / 3 / 13 watt
- Sylvania DULUX EL / CF23EL / MINITWIST / BL / 1 / 23 watt

2. Three-bulb package Retail Price: \$ \_\_\_\_\_

3. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2005

**Not to be combined with any other LIPA offer or Instant Coupon.** Good toward the purchase of one ENERGY STAR qualified compact fluorescent 3-bulb package. Fill out one coupon for each 3-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.** Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

# \$4 off 4-BULB PACK



INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 10/1/05 - 11/30/05

PLEASE PRINT CLEARLY

RESIDENTIAL ACCOUNT NAME

STREET ADDRESS (NO P.O. BOXES)

CITY / TOWN

STATE

ZIP

DAYTIME PHONE - FOR VERIFICATION ONLY

An energy efficiency program brought to you by:



## INSTANT COUPON

For ENERGY STAR®  
Qualified Light Bulb 4-Bulb Package

YOU MUST COMPLETE THE FOLLOWING INFORMATION:

1. Select the 4-bulb package you are purchasing:

**Manufacturer / Model # / Wattage**

- Bright Effects / 146558 / 13 watts
- Commercial Electric / 166-785 / 14 watts
- Commercial Electric / 590-472 / 23 watts
- Feit Electric / BPCE16AT / 15 watts
- TCP / UB144 / 14 watts

2. Four-bulb package Retail Price: \$ \_\_\_\_\_

3. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2005

**Not to be combined with any other LIPA offer or Instant Coupon.** Good toward the purchase of one ENERGY STAR qualified compact fluorescent 4-bulb package. Fill out one coupon for each 4-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.** Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

**Call 877-654-5472 for more information**

**Important Customer Information:**

**This rebate is not valid and cannot be processed unless bulb and customer information is completed. This coupon can only be redeemed by an authorized retailer.** This coupon is good for the purchase of one ENERGY STAR qualified light bulb multi-pack. This offer is available to all residential LIPA customers, for a limited time, and is good while supplies last. Quantity not to exceed 10 light bulbs per residential account, per program year. This rebate is valid for ENERGY STAR qualified compact fluorescent light (CFL) bulbs only. This offer is void where prohibited, taxed, or otherwise restricted. Sales tax must be paid by the customer on full pre-rebate price. This offer cannot be combined with any other utility or LIPA rebate. The total instant coupon value cannot exceed the purchase price and cannot be doubled or tripled. Personal identification may be required for redemption. LIPA reserves the right to withdraw this offer without notice. LIPA does not guarantee the product's performance, nor does it provide any other warranties, either expressed or implied. If a product you have purchased is defective, contact the retailer or manufacturer. Coupons cannot be reproduced, photocopied or altered in any way. Doing this will make coupons invalid and unacceptable for payment.

**Information for Authorized Retailers:**

**To redeem, send instant coupons and completed coupon redemption form to EFI, 40 Washington Street, Suite 2000, Westborough, MA 01581-1013, with a summary of coupon by value, the address where check is to be mailed, and total amount of expected reimbursement.** A completed coupon redemption form must accompany all batches of coupons sent to EFI. EFI will reimburse you for up to the face value of the coupons – not to exceed the purchase price of the product – provided you have accepted this coupon in accordance with the coupon redemption policy. **For additional redemption forms, call 877-654-5472.** We suggest that you insure all coupons that you mail, as you are responsible for any coupons lost in shipping. **Retailers must submit coupons to EFI by December 31, 2005 to qualify for reimbursement.** Coupon good toward the purchase of one ENERGY STAR qualified light bulb multi-pack purchased between 10/1/05 – 11/30/05. One coupon must be filled out for each bulb package purchased. **Quantity not to exceed 10 light bulbs per residential account, per program year. Coupon expires November 30, 2005.**



[www.lipower.org/cei](http://www.lipower.org/cei)

**\$1 off**  
**PER BULB IN PACK**



**INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 3/1/06 - 4/30/06**

**PLEASE PRINT CLEARLY**

RESIDENTIAL ACCOUNT NAME \_\_\_\_\_

STREET ADDRESS (NO P.O. BOXES) \_\_\_\_\_

CITY/TOWN \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

DAYTIME PHONE - FOR VERIFICATION ONLY \_\_\_\_\_

An energy efficiency program brought to you by:



## INSTANT COUPON

### For ENERGY STAR® Qualified Light Bulb Multi-Bulb Package

YOU MUST COMPLETE THE FOLLOWING INFORMATION:

1. List the multi-bulb package you are purchasing:

Manufacturer: \_\_\_\_\_

Model: \_\_\_\_\_

Wattage: \_\_\_\_\_

2. Multi-bulb package Retail Price: \$ \_\_\_\_\_

3. # of bulbs in pack \_\_\_\_\_ x \$1 = \$ \_\_\_\_\_ off

4. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2006

**Not to be combined with any other LIPA offer or Instant Coupon.**  
Good toward the purchase of one ENERGY STAR qualified compact fluorescent multi-bulb package. Fill out one coupon for each multi-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.**  
Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

# \$2 off 2-BULB PACK



INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 3/1/06 - 4/30/06

PLEASE PRINT CLEARLY

RESIDENTIAL ACCOUNT NAME

STREET ADDRESS (NO P.O. BOXES)

CITY / TOWN

STATE

ZIP

DAYTIME PHONE - FOR VERIFICATION ONLY

An energy efficiency program brought to you by:



## INSTANT COUPON

For ENERGY STAR®  
Qualified Light Bulb 2-Bulb Package

YOU MUST COMPLETE THE FOLLOWING INFORMATION:

1. Select the 2-bulb package you are purchasing:

**Manufacturer / Model # / Wattage**

- Bright Effects / 168725 / 18 watts
- Bright Effects / 75316 / 15 watts
- Bright Effects / 80424 / 18 watts
- Bright Effects / 82382 / 15 watts
- GE Lighting / FLE15HLX/8/SW/CD/2PK / 15 watts
- GE Lighting / FLE15HT3/2/SW / 15 watts
- GE Lighting / FLE15HT3/2/SW/2PK / 15 watts
- GE Lighting / FLE20HT3/2/SW / 20 watts
- GE Lighting / FLE26HT3/2/SW / 26 watts

2. Two-bulb package Retail Price: \$ \_\_\_\_\_

3. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2006

**Not to be combined with any other LIPA offer or Instant Coupon.** Good toward the purchase of one ENERGY STAR qualified compact fluorescent 2-bulb package. Fill out one coupon for each 2-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.**

Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

# \$3 off 3-BULB PACK



INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 3/1/06 - 4/30/06

PLEASE PRINT CLEARLY

RESIDENTIAL ACCOUNT NAME

STREET ADDRESS (NO P.O. BOXES)

CITY / TOWN

STATE

ZIP

DAYTIME PHONE - FOR VERIFICATION ONLY

An energy efficiency program brought to you by:



## INSTANT COUPON

### For ENERGY STAR® Qualified Light Bulb 3-Bulb Package

YOU MUST COMPLETE THE FOLLOWING INFORMATION:

1. Select the 3-bulb package you are purchasing:

**Manufacturer / Model # / Wattage**

- Commercial Electric / 353-374 / 14 watts
- GE Lighting / FLE15/2/R30/SW/CD / 15 watts
- Sylvania / CF13EL/MINIWIST/DAY 72/CS 3/SKU / 13 watts
- Sylvania / CF13EL/MINIWIST/MC/BL/3 (29115) / 13 watts
- Sylvania / CF23EL/MINIWIST/BL/1 (29394) / 23 watts
- Sylvania / CF23EL/MINIWIST/BL/3 (29405) / 23 watts

2. Three-bulb package Retail Price: \$ \_\_\_\_\_

3. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2006

**Not to be combined with any other LIPA offer or Instant Coupon.** Good toward the purchase of one ENERGY STAR qualified compact fluorescent 3-bulb package. Fill out one coupon for each 3-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.**  
Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

**\$4 off**  
**4-BULB PACK**



**INSTANT COUPON REDEEMABLE IN STORE ONLY FOR PURCHASE 3/1/06 - 4/30/06**

**PLEASE PRINT CLEARLY**

RESIDENTIAL ACCOUNT NAME

STREET ADDRESS (NO P.O. BOXES)

CITY/TOWN

STATE

ZIP

DAYTIME PHONE - FOR VERIFICATION ONLY

An energy efficiency program brought to you by:



## INSTANT COUPON

For ENERGY STAR®

**Qualified Light Bulb 4-Bulb Package**

**YOU MUST COMPLETE THE FOLLOWING INFORMATION:**

1. Select the 4-bulb package you are purchasing:

**Manufacturer / Model # / Wattage**

- Commercial Electric / 166-785 / 14 watts
- Commercial Electric / 569-480 / 14 watts
- Commercial Electric / 590-472 / 23 watts
- Feit Electric / BPCE23TM/4 / 23 watts

2. Four-bulb package Retail Price: \$ \_\_\_\_\_

3. Date of Purchase: \_\_\_\_\_ / \_\_\_\_\_ / 2006

**Not to be combined with any other LIPA offer or Instant Coupon.** Good toward the purchase of one ENERGY STAR qualified compact fluorescent 4-bulb package. Fill out one coupon for each 4-bulb package you purchase. **Quantity not to exceed 10 light bulbs per residential account, per program year.**

Questions? Call 877-654-5472

[www.lipower.org/cei](http://www.lipower.org/cei)

**Call 877-654-5472 for more information**

**Important Customer Information:**

**This rebate is not valid and cannot be processed unless bulb and customer information is completed. This coupon can only be redeemed by an authorized retailer.** This coupon is good for the purchase of one ENERGY STAR qualified light bulb multi-pack. This offer is available to all residential LIPA customers, for a limited time, and is good while supplies last. Quantity not to exceed 10 light bulbs per residential account, per program year. This rebate is valid for ENERGY STAR qualified compact fluorescent light (CFL) bulbs only. This offer is void where prohibited, taxed, or otherwise restricted. Sales tax must be paid by the customer on full pre-rebate price. This offer cannot be combined with any other utility or LIPA rebate. The total instant coupon value cannot exceed the purchase price and cannot be doubled or tripled. Personal identification is required for redemption. LIPA reserves the right to withdraw this offer without notice. LIPA does not guarantee the product's performance, nor does it provide any other warranties, either expressed or implied. If a product you have purchased is defective, contact the retailer or manufacturer. Coupons cannot be reproduced, photocopied or altered in any way. Doing this will make coupons invalid and unacceptable for payment.

**Information for Authorized Retailers:**

**To redeem, send instant coupons and completed coupon redemption form to EFI, 40 Washington Street, Suite 2000, Westborough, MA 01581-1013, with a summary of coupon by value, the address where check is to be mailed, and total amount of expected reimbursement.** A completed coupon redemption form must accompany all batches of coupons sent to EFI. EFI will reimburse you for up to the face value of the coupons – not to exceed the purchase price of the product – provided you have accepted this coupon in accordance with the coupon redemption policy. **For additional redemption forms, call 877-654-5472.** We suggest that you insure all coupons that you mail, as you are responsible for any coupons lost in shipping. **Retailers must submit coupons to EFI by May 31, 2006 to qualify for reimbursement.** Coupon good toward the purchase of one ENERGY STAR qualified light bulb multi-pack purchased between 3/1/06 – 4/30/06. One coupon must be filled out for each bulb package purchased. **Quantity not to exceed 10 light bulbs per residential account, per program year. Coupon expires April 30, 2006.**



[www.lipower.org/cei](http://www.lipower.org/cei)



Don't just replace a light.  
**Shine.**

**Change a Light. Change the World.** Make your next light an ENERGY STAR® and join a growing number of people using energy wisely to preserve our environment for today and tomorrow. Take part in the Change a Light Pledge at [energystar.gov/changealight](http://energystar.gov/changealight) and see how a small step can make a big difference.

ENERGY STAR is administered by the U.S. Environmental Protection Agency and U.S. Department of Energy.



**Ask a Sales Associate about special Change a Light promotions offered by the Long Island Power Authority.**