

LEARN HOW QDI STRATEGIES
CAN HELP YOU CREATE.....

ENERGY EFFICIENCY PROGRAMS FOR CONSUMER ELECTRONICS



OPPORTUNITY

Consumer electronics account for an estimated 11 to 13 percent of all electricity consumed in the United States. The EPA projects usage to increase to 18 percent by 2015.

UNIQUE CHALLENGES

Consumer electronics present a significant opportunity for saving electricity. There are unique challenges, however, in designing energy efficiency programs for electronics. These include:

- Large variety of electronic products in the home
- Frequent product changes
- Continuous technological advancements
- Relatively small energy savings per unit
- Wide range of purchase prices
- High sales volumes

PROVEN SOLUTIONS

Programs are designed specifically to address the unique challenges of the Consumer Electronics sector. Mid-stream and up-stream incentives have been proven to impact retailer buying behavior.

Join the only energy-efficient
Consumer Electronics program
with the largest retailers.

THE QDI STRATEGIES DIFFERENCE

The QDI Strategies' team has helped develop the strategy for the 2008 California Utilities Energy-Efficient Electronics Program. Solid relationships with major retailers and consumer electronics manufacturers as well as 25 years of utility experience uniquely position QDI to lead the way in energy efficiency programs. We've laid the groundwork. To learn how you can jump start an energy-efficient electronics program in your area, please contact:

Steve Bassill, President or
Patrick Kilroy, Account Executive
at 847.566.2020



A Program Designed with Products
for Business Customers as well
as for Consumer Markets Greatly
Expands Benefits without
Incurring Excessive Costs

OPPORTUNITY IN BUSINESS MARKETS

Six percent of non-residential energy use in the U.S. is by computers, servers, imaging, tele-communications and other office equipment. Rapid growth of digital technology and long hours of on-time provide attractive energy-saving opportunities in the business sector.

COMMON TECHNOLOGIES

Many desktops, monitors, and other office equipment for businesses are similar to the ones in the home. Businesses are, however, served through different channels than the mass market.

TO LEARN HOW QDI CAN IMPACT

Your business energy efficiency programs,
Please contact:

Steve Bassill, President or
Chris Harty, Account Executive
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QDI STRATEGIES IS CURRENTLY ENGAGING THESE CRITICAL STAKEHOLDERS

