



# SAVE NOW REBATE OFFER

September 30 – November 30, 2021

**WHAT DO I NEED TO KNOW?**

# EFFICIENCY MANITOBA & SAVE NOW



- ▶ Efficiency Manitoba is a new Crown corporation dedicated to energy efficiency.
- ▶ Efficiency Manitoba offers rebate programs to help Manitobans save energy, money, and the environment.
- ▶ SAVE NOW is the brand name of Efficiency Manitoba's instant rebate retail campaign.

# WHY SHOULD I CARE?

## THIS CAMPAIGN:

- ▶ Can help increase your store's sales.
- ▶ Is beneficial for your customers and helps them save money.
- ▶ Can help improve the public image of your store.
- ▶ Gives you the opportunity to win great prizes!



# WHAT'S INVOLVED?

- ▶ Go through these slides to learn more about the SAVE NOW instant rebate campaign.
- ▶ Complete a brief quiz.
- ▶ Be entered into a draw for a great prize!
  - Early bird prize: one of three \$50 pre-paid credit cards
  - Grand prize: one \$100 pre-paid credit card

**WHEN IS THE CAMPAIGN?**

**September 30, 2021 – November 30, 2021**

# WHO IS ELIGIBLE?

# WHO IS ELIGIBLE?

**Manitoba residents are eligible for rebates.**

**THIS OFFER IS NOT INTENDED FOR:**

- ▶ Business customers
- ▶ Home builders
- ▶ Contractors
- ▶ Wholesale market






# ARE THERE LIMITS TO HOW MUCH CUSTOMERS CAN BUY?

**YES. PLEASE ENSURE THE FOLLOWING LIMITS ARE ADHERED TO:**

- ▶ **10** per SKU, per customer, for **single-pack** products
- ▶ **5** per SKU, per customer, for **multi-pack** products



# WHAT IS ELIGIBLE?

Product category	Rebate amount	Details
<p><b>ENERGY STAR® certified LED bulbs</b></p> 	<p><b>15%</b> off 40W/60W A-line  <b>30%</b> off 100W A-line and specialty (BR, G, MU, MR, PAR, and R series)  <b>\$5</b> off smart, wi-fi-enabled LED bulbs</p>	
<p><b>ENERGY STAR® certified LED fixtures</b></p> 	<p><b>\$5</b> off</p>	<p>Must be hardwired and integrated</p>
<p><b>Lighting controls</b></p> 	<p><b>\$3</b> off</p>	<p>Manual and smart controls (Wi-Fi or Bluetooth connected) including dimmers, timers, motion sensors            Must be hardwired</p>

# WHAT IS ELIGIBLE?

Product category	Rebate amount	Details
Smart plugs 	\$5 off	Must be Wi-Fi or Bluetooth connected
Outdoor car plug timers 	\$5 off	Must be heavy-duty plug-in timers
Advanced power strips 	\$10 off	Tier 1 & Tier 2 (light and/or motion sensing) advanced power strips (must have controlled and non-controlled sockets)
Energy efficient showerheads 	\$10 off	WaterSense-labeled 1.5 gallon-per minute (GPM) / 5.7 litre-per-minute (LPM) or less low-flow devices

# WHAT IS ELIGIBLE?

Product category	Rebate amount	Details
<p data-bbox="136 620 671 681">Weatherstripping</p> 	<p data-bbox="1131 891 1311 951">\$3 off</p>	<p data-bbox="1659 620 2800 883">Weatherstripping tape (including foam tape), door sweeps, door thresholds, shaped weatherstripping (e.g., v profile), door kits (strip kits)</p> <p data-bbox="1659 971 2728 1092">Removable weather strip sealants are NOT eligible (e.g., caulking)</p> <p data-bbox="1659 1112 2800 1233">Products intended for automobile or boat use are NOT eligible</p>
<p data-bbox="136 1264 826 1324">Window insulating kits</p> 	<p data-bbox="1131 1475 1311 1536">\$3 off</p>	<p data-bbox="1659 1274 2728 1395">Window and/or door shrink/insulating film kits (must be complete kits)</p> <p data-bbox="1659 1487 2747 1608">Rolls and solar control films (sun reflectors) are not eligible</p> <p data-bbox="1659 1628 2585 1749">Tape to apply the film is NOT eligible on its own.</p>



**WHAT DOES OUR STORE NEED TO DO  
TO GET READY?**

# CASH REGISTERS

- ▶ Customers will instantly receive their rebate at the time of purchase.
- ▶ Customers don't require coupons to receive the rebate.
- ▶ Customers don't need to mail anything in to receive their rebate.

# PRODUCT IDENTIFICATION

Approximately one week before the campaign starts, you will receive signage to promote the offer and help your customers identify eligible products. This includes:

- ▶ General campaign signage
- ▶ Product-specific signage



# CAMPAIGN SIGNAGE

## SIGNAGE TYPES

- ▶ Posters

## PLACEMENT

- ▶ Entry to the store
- ▶ Eligible product aisles
- ▶ Next to customer service
- ▶ Other high-traffic areas



# CAMPAIGN SIGNAGE

## Poster

**SAVE NOW**  
PRODUCT SELECTION VARIES BY RETAILER

**BRIGHT IDEAS TO SAVE**

- ENERGY STAR® CERTIFIED LED BULBS  
**30% OFF**
- ENERGY STAR CERTIFIED INTEGRATED LED FIXTURES  
**\$5 OFF**
- LIGHTING CONTROLS  
**\$3 OFF**

**GET READY FOR WINTER**

- WINDOW AND DOOR INSULATING KITS  
**\$3 OFF**
- OUTDOOR PLUG TIMERS  
**\$5 OFF**
- WEATHERSTRIPPING  
**\$3 OFF**

**UPGRADE YOUR HOME OFFICE**

- ADVANCED POWER STRIPS  
**\$10 OFF**

**SMART HOME SAVINGS**

- ENERGY STAR CERTIFIED SMART LED BULBS  
**\$5 OFF**

**SAVE HOT WATER**

- ENERGY-EFFICIENT SHOWERHEADS  
**\$10 OFF**

Smart Plugs  
**\$5 OFF**

Limit of 10 items per customer for single-pack products.  
Limit of 5 items per customer for multi-pack products.  
**OFFER ENDS NOVEMBER 30, 2021.**  
Available in accessible formats upon request.

**EFFICIENCY MANITOBA**  
efficiencyMB.ca/savenow

# PRODUCT SPECIFIC SIGNAGE

## RECTANGLE OR ROUND STICKERS

- ▶ LED bulbs
- ▶ LED fixtures
- ▶ Smart LED bulbs
- ▶ Lighting controls
- ▶ Window/Door Insulating kits
- ▶ Outdoor timers
- ▶ Showerheads
- ▶ Smart plugs
- ▶ Weatherstripping

## PLACEMENT

- ▶ On shelving next to eligible SKUs



# RECTANGLE OR ROUND STICKER ARTWORK



# APRON CARDS

**EFFICIENCY MANITOBA** **SAVE NOW**  
SEPTEMBER 30 TO NOVEMBER 30, 2021

PRODUCT	DESCRIPTION	EFFICIENCY MANITOBA REBATE
ENERGY STAR® certified LED bulbs	40W and 60W equivalent A-line bulbs	<b>15% off</b>
	100W equivalent A-line bulbs	<b>30% off</b>
	Specialty bulbs	<b>30% off</b>
	Smart LED bulbs	<b>\$5 off</b>
ENERGY STAR certified LED fixtures	Must be hardwired and integrated	<b>\$5 off</b>
Lighting controls (dimmers, motion sensors, and timers)	Must be hardwired Manual or smart controls (Wi-Fi or Bluetooth connected)	<b>\$3 off</b>
Smart plugs	Wi-Fi or Bluetooth connected	<b>\$5 off</b>
Outdoor plug timers	Heavy-duty plug-in timers and car plug timers	<b>\$5 off</b>
Advanced power strips	Tier 1 and Tier 2 (light and/or motion sensing) advanced power strips (with controlled and non-controlled sockets)	<b>\$10 off</b>
Energy-efficient showerheads	WaterSense-labeled 1.5 GPM (5.7 LPM) low-flow devices	<b>\$10 off</b>
Weatherstripping	Weatherstripping tape (including foam tape), door sweeps, thresholds, door kits, shaped weatherstripping (e.g. v profile) Removable weatherstrip sealants are NOT eligible (e.g. caulking)	<b>\$3 off</b>
Window and door insulating film kits	Rolls and solar control films (sun reflectors) are NOT eligible	<b>\$3 off</b>

**EFFICIENCY MANITOBA** **SAVE NOW**  
SEPTEMBER 30 TO NOVEMBER 30, 2021

**Who is eligible?**  
Residential customers who live in Manitoba are eligible for instant rebates.

**Who/what is NOT eligible?**  
This offer isn't intended for business customers, contractors, home builders, or the wholesale market.

**How do customers participate?**  
Customers receive their rebate instantly at checkout – no coupons are required.

**How many eligible products can customers purchase?**  
Customers can purchase 10 items per SKU for single-pack products and 5 items per SKU for multi-pack products.

**What is ENERGY STAR?**  
ENERGY STAR is an international standard identifying energy-efficient products. ENERGY STAR certified products are tested to meet strict specifications for quality, performance, and energy efficiency.

**Product selection varies by retailer. Ask your store manager which products are eligible at your store.**

[efficiencyMB.ca/savenow](http://efficiencyMB.ca/savenow)

- ▶ Apron cards provide you with a high level overview of the campaign.
- ▶ Carry them in your apron pockets to serve as a quick reference guide on key campaign details.

**WHAT ARE THE KEY TAKEAWAYS?**

# REMEMBER:

- ▶ The campaign will take place from **September 30 – November 30, 2021**
- ▶ Determine which products are eligible at your store.
- ▶ Remember the rebate amounts.
- ▶ Help customers identify eligible products and understand the benefits of energy-efficient products.



## READY FOR THE QUIZ AND PRIZE DRAW?

If you achieve a score of 80% or higher before September 30, 2021, you'll automatically be entered to win great prizes, including:

### **Early bird prize** –

One of the three \$50 gift cards  
(achieve 80% before September 24, 2021)

### **Grand prize** –

A \$100 pre-paid credit card



**TAKE THE QUIZ**  
**Contest rules**

**THANK YOU!**

FOR MORE INFORMATION, VISIT:  
[EFFICIENCYMB.CA](http://EFFICIENCYMB.CA)