

ACD Assists EDR Media with Launch of Green Business Initiative for GE and Wal-Mart

How many light bulbs does it take to change the world? Most of us have likely never put any energy into answering that question, but there *is* a correct answer.

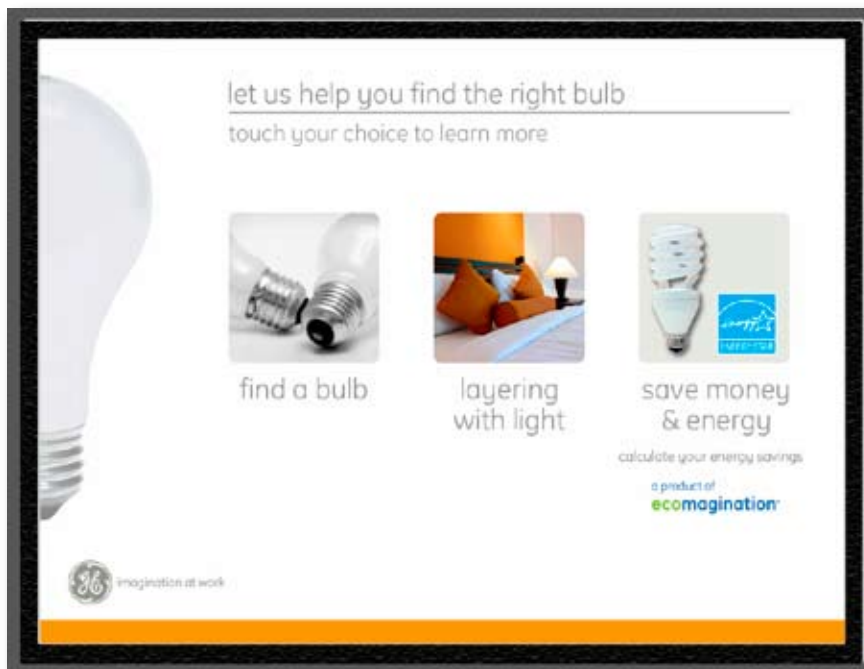
Some Illuminating Facts

There are 110 million households in America. If each household were to purchase one ice-cream-cone CFL bulb and replace an ordinary 60-watt incandescent bulb with it, the energy saved could provide power to an entire city of 1.5 million people or

CFLs have been around since 1980, but until the new millennium, they were more form than function. The technology has improved by leaps and bounds, as much as cell phones and portable music players, but CFLs remain largely a curiosity today.

More Than the Color of Money

All that is about to change. For the 2007 calendar year, Wal-Mart and General Electric are joining forces to launch a green business initiative which is the focal point of GE's environmentally sustainable business model aptly dubbed "ecomagination."



the combined states of Delaware and Rhode Island. In terms of oil conserved or greenhouse gases eliminated from the atmosphere, that one CFL bulb is equivalent to 1.3 million fewer automobiles on our nation's roads.

For its part of the initiative, Wal-Mart's goal is to sell every one of its 100 million regular customers one "swirl" CFL bulb. In the process, Wal-Mart aims to change energy consumption habits while raising energy consciousness in the United States. Teamng with GE, which has approximately 60% of the US residential light bulb market, Wal-Mart intends to double US sales of CFLs in 2007 with even

higher expectations moving forward.

Diane Lindsley, the hardware buyer for Wal-Mart, thinks 100 million CFLs is perfectly reasonable. "Yes," she says, "it's rational, I think."

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“CFLs are taking off.” Says Robert Stuart, GE’s head of consumer marketing for light bulbs. “No one has been as vocal about this recently as Wal-Mart. One hundred million bulbs in a year? It’s an aggressive goal. GE will find a way to make sure they are able to do that.”

“This has huge implications for the world.”

Andrew Ruben-VP
Wal-Mart

The CFL Cascade

A significant secondary benefit of the CFLs is their longevity. GE’s “swirls” are rated at 8,000, 10,000 or 12,000 hours. At a typical daily residential usage of four hours per day, an 8,000-hour CFL lasts five-and-a-half years; a 12,000-hour CFL lasts over eight years.

With the CFL’s life span equivalent to 6, 8 or 10 regular incandescent bulbs, their impact cascades outward. If Wal-Mart reaches its goal of 100 million CFLs sold in 2007, it eliminates the need for up to 10 times that many incandescent bulbs to be manufactured, packaged, shipped, purchased and eventually discarded in 2008 and every year until 2012 or beyond—ecomagine that!

Spreading the Light Through Education

An integral component to the initiative is the *Lightbulb Education Center*, which Wal-

Mart will roll out in each of its US stores in January. The user-interactive, touch screen display, developed with GE and designed by EDR Media in Beechwood, Ohio, utilizes ACD’s *Anywhere Simple Solution Interactive Shopping Technology* (A.S.S.I.S.T.) to drive the application.

The 15” LCD display allows Wal-Mart customers to select the appropriate CFL by fixture type, by room in a typical home or by bulb shape. It features a calculator function that lets shoppers see the energy savings they can reap by switching from an incandescent bulb to an equivalent CFL. A color-coded system is included to help customers locate their selections on the shelves.

Global Implications

The Wal-Mart/GE green initiative has implications that go beyond mere product promotion—it’s a new way of thinking about retailing. Andrew Ruben, Wal-Mart’s V. P. of Sustainability says, “We realize that we can influence big things. Energy usage. Efficiency. Dependence on foreign oil.” “It’s not about our direct footprint—our stores, our offices—it’s about our supply chain and our customers. So this is about selling lightbulbs, but it’s far bigger. This has huge implications for the world.”

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