



Mark Brandow, Sales & Marketing Manager  
and Cheryl Graham, Director of Marketing

## *Centra Home Improvements* *- Marketing Partner of the Year*

When you believe in a product, and use that product to differentiate yourself in the market, that's smart business strategy. It's also the successful approach adopted by Centra Home Improvements in promoting Power Smart ENERGY STAR® windows.

Nearly 100 per cent of the windows Centra Home Improvements sell are ENERGY STAR-qualified – a sure sign that Centra stands by their product.

Using the ENERGY STAR brand and the Power Smart Windows Rebate program to leverage a strong market position, Centra launched a heating rebate promotion for customers who had ENERGY STAR-labelled windows installed. Customers received rebates on their heating bills – a 20 per cent rebate for the purchase of five to nine windows, and a 40 per cent rebate for the purchase of ten or more. It worked: more than 48,000 square feet of windows were sold during the promotion.

As a Power Smart marketing partner, Centra worked closely with BC Hydro to develop an effective marketing package. Centra actively promoted ENERGY STAR windows through their website, home shows, mall displays, radio and newspapers, and participated in available co-op advertising for a stronger impact in their target market areas.

And, in true Power Smart style, Centra practices environmental responsibility through recycling programs for manufacturing and construction waste materials.

Centra Home Improvements takes the Power Smart brand and uses it to sell energy efficiency – and improve their own business performance.

Smart marketing. Strong partnership. Successful strategy.

*Centra practices environmental responsibility through recycling programs for manufacturing and construction waste materials.*

*Excellence Award Winner*