



Media Release
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Shell NZ Ecobulb promotion seeks to save Kiwis millions

Shell New Zealand, Energy Mad, the Electricity Commission, Housing NZ Corporation and Trustpower today launched the Shell Ecobulb Promotion at participating Shell sites.

Targeting the sale and installation of one million Ecobulbs in New Zealand homes, this will be one of the largest energy efficiency projects undertaken in New Zealand.

The Shell Ecobulb Promotion, which commences on the 2nd of July, is aimed at encouraging households to replace the five most often used incandescent bulbs with energy saving Ecobulbs. The promotion will allow customers the opportunity to use barcoded vouchers to purchase five Ecobulbs for just \$10 at participating Shell service stations.

Chris Mardon, Co-founder and Director of Energy Mad Limited, says "each home that installs five Ecobulbs is expected to save up to \$650 on their power bills over the life of the Ecobulbs."

"One million Ecobulbs would save enough electricity to power a city the size of Hamilton or Dunedin for one year. One million installed Ecobulbs, will save New Zealand 592GWh of electricity over the 10,000-hour life of the Ecobulbs. It will also save New Zealanders \$130 million on their electricity bills," added Chris.

Mark Forsyth, Shell's General Manager Retail says, Shell believes there are strong synergies between its goals as an energy company and Energy Mad, who are committed to promoting energy savings and efficiency.

"Shell has made a commitment globally to reduce greenhouse gas emissions, and the success of this promotion could see reductions of 370,000 tonnes of CO₂ over the life of the 1 million Ecobulbs," said Mark.

"Lighting is a major contributor to power bills," says Electricity Commissioner David Close. "Improving energy efficiency through installing energy saving lightbulbs makes good sense both for householders and for New Zealand as it is cheaper than building new generation. That's why the Electricity Commission is funding campaigns like this one, which will remove 25MW of electricity demand during the peak periods in the morning and evening – the equivalent of turning off 25,000 1 bar heaters. "

Graeme Purches, Community Relations Manager of TrustPower says "TrustPower is delighted to be involved in encouraging electricity consumers to practice conservation and improve efficiency for New Zealand, and at the same time make long term savings for themselves"

Housing New Zealand's 68,000 tenants will receive discount vouchers via their quarterly newsletter, Close to Home, due in letterboxes this week. Chief Executive Dr Lesley McTurk said Housing New Zealand decided to get involved with the promotion as some tenants had missed out on previous similar schemes. "We encourage tenants to take up this offer, as it will save them hundreds of dollars off their power bill in the long run."

Shell has been in New Zealand for almost 100 years, and is one of New Zealand's largest companies. Shell is the only fully integrated oil major currently operating in New Zealand and counts over 50 years experience in exploring and producing oil and gas in this country. Shell has over 200 sites nationwide.

Energy Mad is a Christchurch company, which was established in 2004 to get five Ecobulbs in 55% of New Zealand homes and save all the electricity used by Hamilton or Dunedin. Combined with their 25 earlier successful Ecobulb promotions, the company expects this goal will be achieved by the end of the Shell Ecobulb promotion.

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