



US-DOE's Efficiency Standard

Can be used to achieve massive penetration of AMORPHLEX in the US market through TRANSFLEX

Advantages of using DOE's efficiency standards as a lever for massive market penetration

- > Little product differentiation between transformer kernels makes it possible to offer generic designs.
 - All DTs sold in the US must meet DOE efficiency levels.
 - 85% of DTs are sold at the baseline DOE efficiency levels.
 - 90% of all MV DTs shipped in the US are single-phase units rated up to 100 kVA.
- > One set of generic kernels can be massively produced at the baseline DOE efficiency levels to meet general product demand.
- > Another set of generic kernels can be massively produced above the DOE efficiency levels for high-energy-efficiency product demand, such as in California.
- > Generic designs are well adapted for Transflex automated production.
- > Outsourcing Transflex kernels to mass producers generates economies of scale.
- > Transflex kernels from outsourcers are well adapted for sealed-container shipment.
- > Outsourcing Transflex kernels to mass producers does not jeopardize business relations between transformer suppliers and utilities.
- > Outsourcing Transflex kernels to mass producers keeps small transformer assemblers cost-competitive in relation to big transformer assemblers.
- > Supply of mass-produced Transflex kernels to small transformer assemblers is a key factor for technology penetration.
- > Volume production reduces raw material sourcing costs.
- > Volume production reduces engineering and R&D costs.
- > Assembled Transflex transformers cost at least 15-20% less than conventional units.

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