



Energy conservation basseterre

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Basseterre, St. Kitts - November 29, 2024 - The Energy Unit in the Ministry of Public Infrastructure, Energy, Utilities and Domestic Transport announced the launch of its new mascot during a ceremony held on Friday, November 29, 2024, at the Innovation Hub in the Department of ICT in Basseterre. This event marks the culmination of the Mascot Design Competition, which invited young minds aged 7 to 19 to submit their innovative designs aimed at raising awareness about energy conservation and sustainability.

The Energy Unit is proud to provide a platform for our youth to engage in meaningful activities surrounding energy use and the importance of sustainability. We believe that fostering creativity and innovation in our young people is essential as we strive to build a more energy-conscious community.

Basseterre, St. Kitts & Nevis; The TDC Home and Building Depot has once again shone the spotlight on the importance of renewable energy, energy conservation, and efficiency, at the recently held Ministry of Public Infrastructure, Utilities et al, Energy Unit National Energy Fair.

The event, which was held on Friday 15th November 2024, under the theme, "Invest in Sustainable Energy: Accelerate the Transition," saw Sales Associates from the store's Lighting and Electrical Department interacting with and educating the public about a variety of innovative products, empowering them to adopt more energy-efficient practices such as:

The TDC Home and Building Depot's participation underscores its commitment to playing its part in sustainability and supporting initiatives that foster a greener, more resilient future, as the Federation transitions towards the use of more sustainable resources.

Basseterre, St. Kitts & Nevis; TDC Home and Building Depots have partnered with LUBECO (1991) Limited, a Regional authority in the bedding industry to host a series educational in-house sales, customer service, and merchandising training sessions for the Furniture and Household Sales Associates.

The joint training initiative, which commenced earlier this month, is designed to equip employees with in-depth product knowledge, effective sales techniques, and improved customer service strategies.

LUBECO (1991) Limited's expertise in bedding solutions is providing the TDC Home and Building Depots Sales Teams with specialized insights to better inform and serve customers looking for premium comfort and quality in their home essentials.

The face-to-face sessions are being facilitated by Ms. Valma Anthony, Senior Branch Manager from the St. Lucian based manufacturing plant, which include a mix of product knowledge and real-time merchandising exercises to help staff align with best industry practices. Employees are also being taught how to create



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engaging product displays, identify customer preferences effectively, and communicate product benefits confidently to drive customer satisfaction and loyalty.

Mr. Iston Williams, Senior Manager of TDC Home and Building Depot on St. Kitts, highlighted the importance of continuous training and development: "Our commitment to excellence is rooted in how well we understand and meet our customers' needs. Partnering with LUBECO enables us to not only broaden our staff's knowledge but also ensure that our customers receive a superior level of service and support when shopping for bedding and other home products."

Ms. Anthony also expressed enthusiasm about the collaboration: "Our mission is to share our years of expertise in the bedding industry with our partners, the TDC Home and Building Depots, to foster an enriched customer service culture. These sessions are tailored to ensure that the staff not only understand our products but are empowered to showcase them in ways that resonate with the customer."

The cooperation between both companies represents a shared dedication to quality, service, and customer-centric practices, which is aimed at advancing professional development, customer interactions and elevating overall shopping experience.

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