

# MADE IN MICHIGAN PROGRAM

CONTRACTOR GUIDELINES  
2017



**Consumers Energy**  
*Count on Us®*

[ConsumersEnergy.com/myhome](http://ConsumersEnergy.com/myhome)

## Program Sponsor

Consumers Energy is one of the nation's largest combination utilities, providing electric and natural gas service to nearly 6.6 million of Michigan's 10 million residents in all 68 counties of Michigan's Lower Peninsula.

As part of its Energy Optimization program filing, Consumers Energy has developed a strong portfolio of energy management programs for the residential, commercial and industrial sectors. These programs align with the goals of the 2008 Clean, Renewable and Efficient Energy Act to help Michigan residents and businesses save energy and money.

## Program Description

Made in Michigan (MIM) is a program that helps support the local Michigan economy and helps Consumers Energy customers save even more on energy efficiency home improvement projects. The program promotes the use of state-manufactured products (containing content that is at least 50 percent Michigan-made) by offering additional rebates for the installation of energy-efficient products that were manufactured in Michigan. The program began as a new offering in 2014 under the existing Consumers Energy Home Performance with ENERGY STAR® (HPwES) and Insulation and Windows (INWIN) Programs.

## General Requirements

1. Customers must participate through the Consumers Energy HPwES Program, or with any INWIN Trade Ally offering eligible products, to be eligible for incentives under the Consumers Energy MIM Program.
2. Incentives offered under the MIM Program are available for natural gas, electric and combination customers.
3. Incentives are only available for products listed in any of the pre-approved manufacturers' affidavits posted on the Trade Ally website, [ConsumersEnergyTradeAlly.com/mim](http://ConsumersEnergyTradeAlly.com/mim). New qualifying products are welcomed and encouraged. To qualify a new product, submit a request by email to [Rob.Busby@icf.com](mailto:Rob.Busby@icf.com), listing the product and contact information for the manufacturer. Rebate requests will not be considered for products that do not have a pre-approved manufacturer's affidavit.
4. Only HPwES and INWIN customer applications submitted between January 1 and December 31, 2017, will be eligible for incentives under the MIM Program.
5. Program information—including contractor guidelines, manufacturer affidavits, incentive sheets and applications—is available on the Consumers Energy Trade Ally website, [ConsumersEnergyTradeAlly.com/mim](http://ConsumersEnergyTradeAlly.com/mim).

## Rebate Application Instructions

1. All completed MIM rebate applications are to be submitted simultaneously with the corresponding HPwES or INWIN application.
2. Contractors must submit the rebate application and supporting documents via email or the online intake tool. For HPwES projects, submit to [CEHPTradeAlly@icf.com](mailto:CEHPTradeAlly@icf.com). For INWIN projects, submit to [CEINWIN@icf.com](mailto:CEINWIN@icf.com).
3. MIM rebate applications will be processed at the same time as the corresponding rebate application.
4. HPwES rebate checks for MIM applicants will only be paid to the utility customer, unless both the utility customer (and/or property owner) and the contractor have completed the Rebate Reassignment section of the rebate application.
5. Please call 877-404-7937 or email [CEHPTradeAlly@icf.com](mailto:CEHPTradeAlly@icf.com) for assistance regarding the MIM program. You may also contact your assigned Program Account Manager for further assistance.