



ENERGY STAR 101

ENERGY STAR

Agenda



- What is ENERGY STAR?
- Who is involved in the program?
- How can partners work together?
- What resources are available to partners?

What is ENERGY STAR?



- The national symbol for energy efficiency
- Awarded to products that meet strict energy-efficiency guidelines set by U.S. Department of Energy (DOE) and the U.S. Environmental Protection Agency (EPA)



- Serves as a marketing platform for retailers, manufacturers, and utilities to promote energy efficient products
- Participation in the program is voluntary

What is the Value of ENERGY STAR?

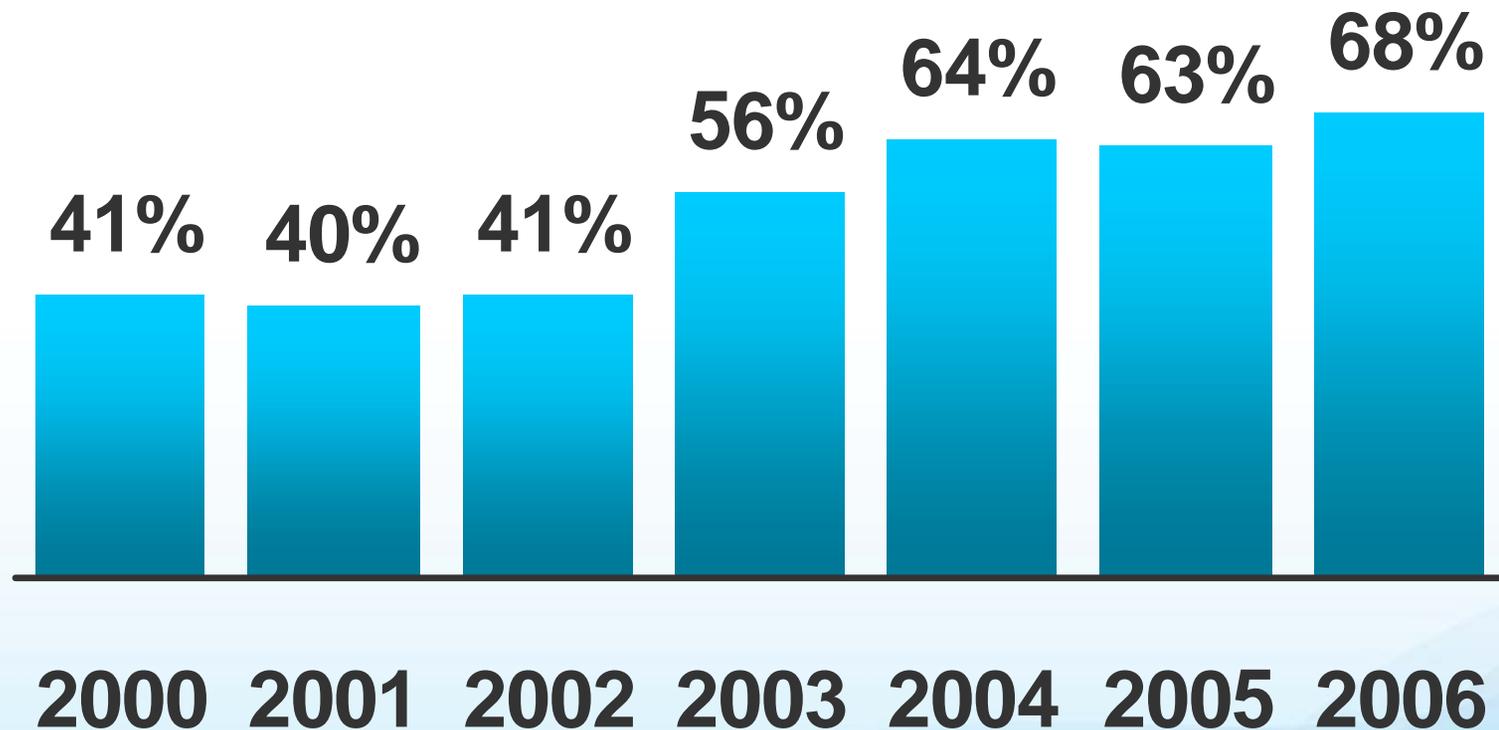


- Helps consumers identify energy efficient products through:
 - Common language
 - Single set of performance criteria
- Provides credible, objective information about energy efficient options
- Offers partners cost-effective ways of promoting energy efficient products
- Signal corporate commitment to social good

Consumers Recognize the ENERGY STAR Logo

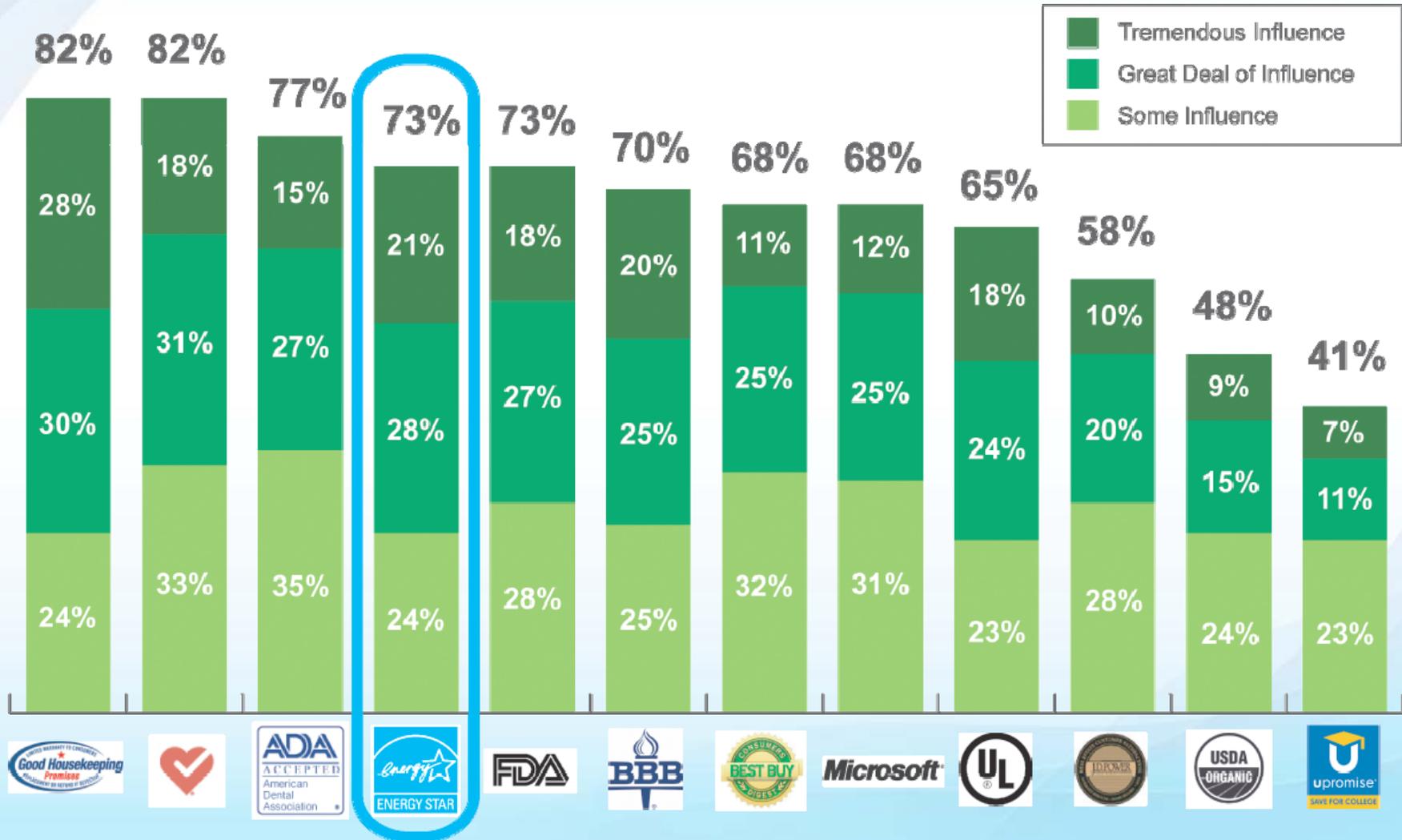


Aided Recognition of ENERGY STAR Label



Source: Consortium for Energy Efficiency Household Surveys (2001-2006). Standard errors vary between 1.5% and 2.2%.

ENERGY STAR Influences Purchasing Decisions



Source: Fairfield Research 3/05

Over 40 ENERGY STAR Product Categories



Labeled Products

- Appliances
- Commercial Food Service
- Heating & Cooling
- Home Electronics
- Lighting
- Office Equipment
- Windows, Doors & Skylights
- Other Products

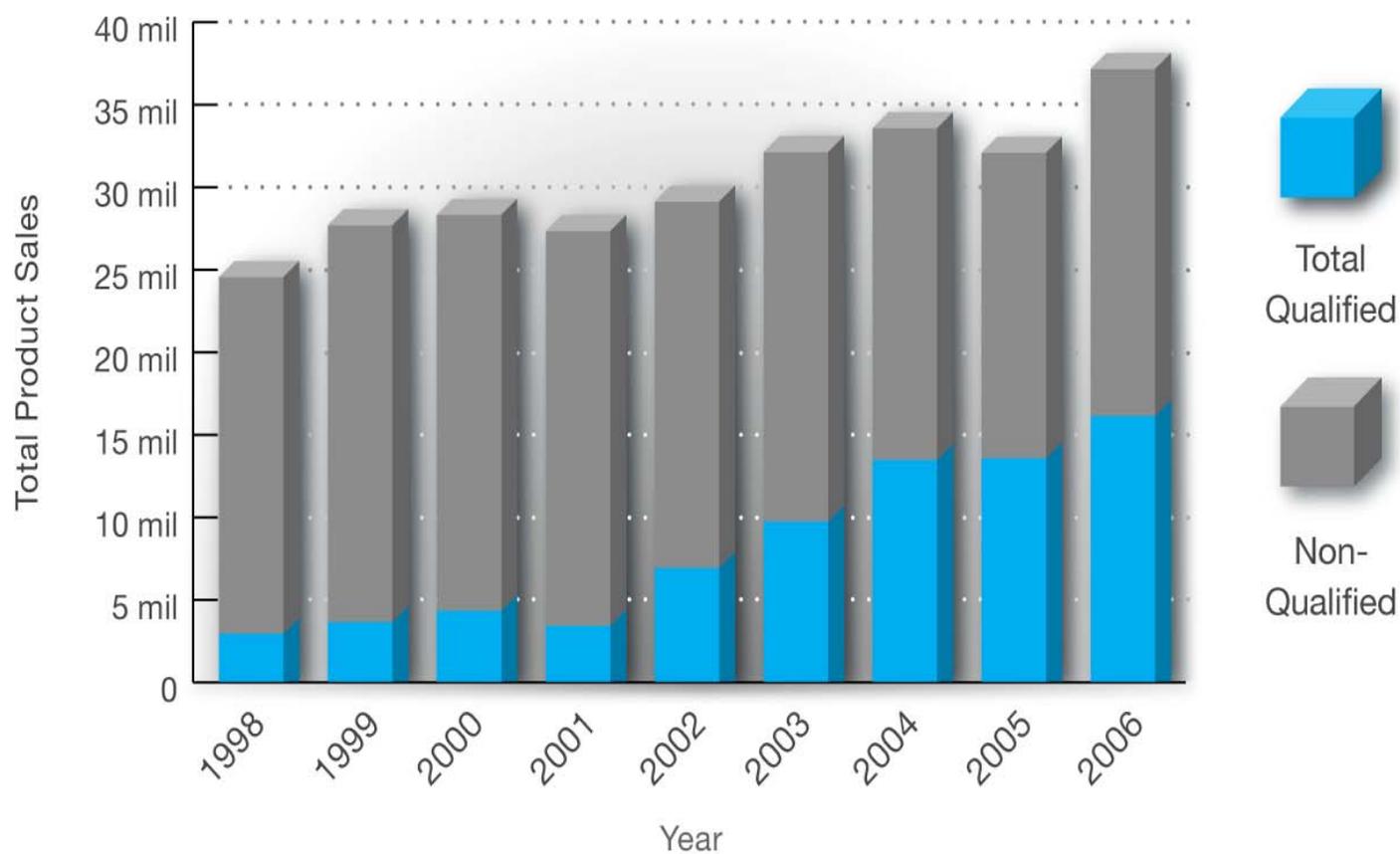
Labeled Buildings

- New Homes
- Commercial & Institutional

Services

- Home Improvement
- Business Improvement

ENERGY STAR Appliances Sell!



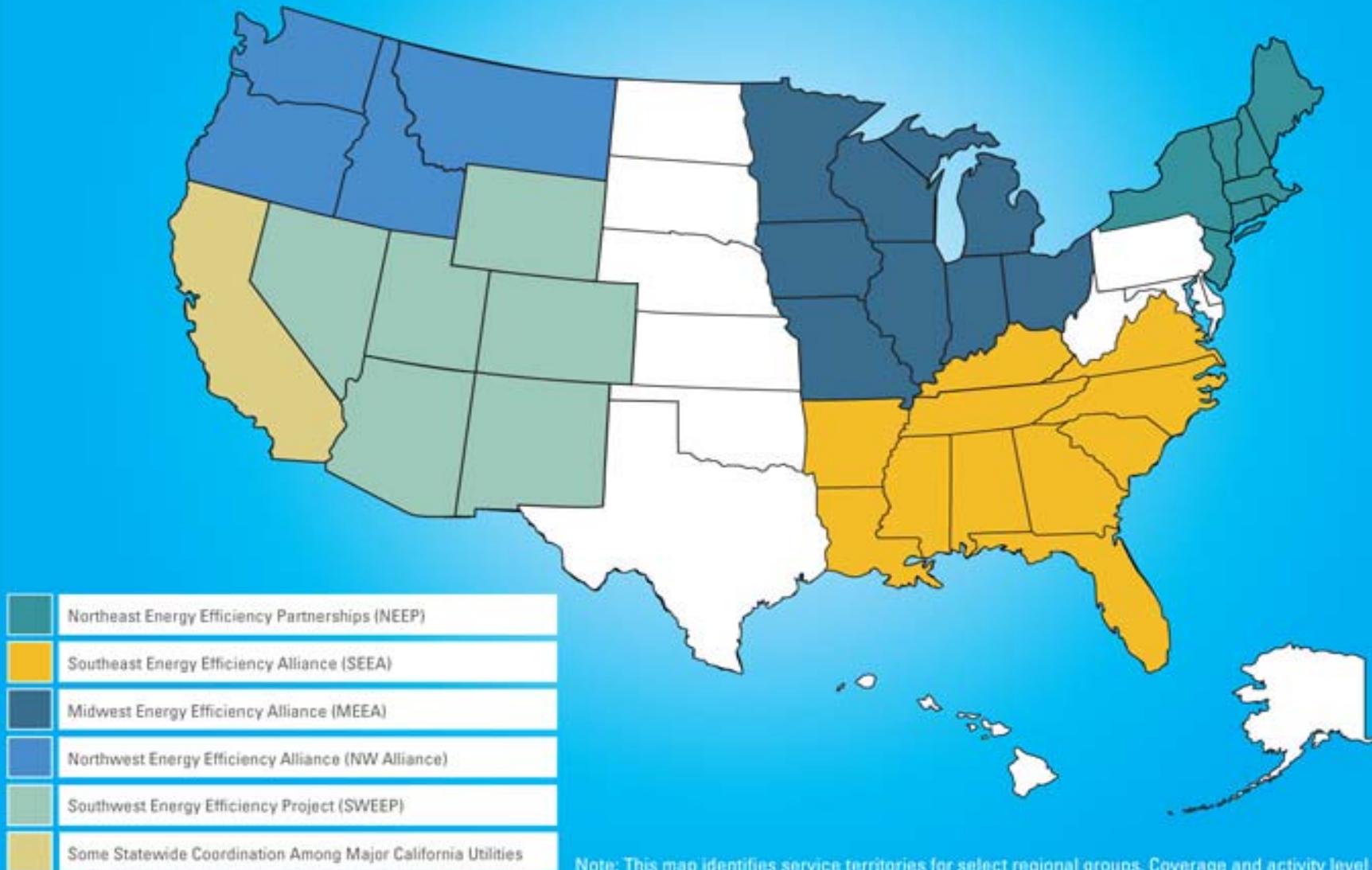
Who's Involved with ENERGY STAR?



ENERGY STAR is a network of allied organizations:

- Federal Government (DOE and EPA)
- Manufacturers
 - Over 45 appliance manufacturers, representing 99% of the appliance market
- Retailers
 - Approximately 800, with over 21,000 storefronts
- Energy Efficiency Program Sponsors (EEPS)
 - Utilities, States, and Energy Offices
 - Over 500 Utilities serve more than 62 million households

Regional Groups Supporting ENERGY STAR® Products



Note: This map identifies service territories for select regional groups. Coverage and activity level varies by state.

Partner Goals

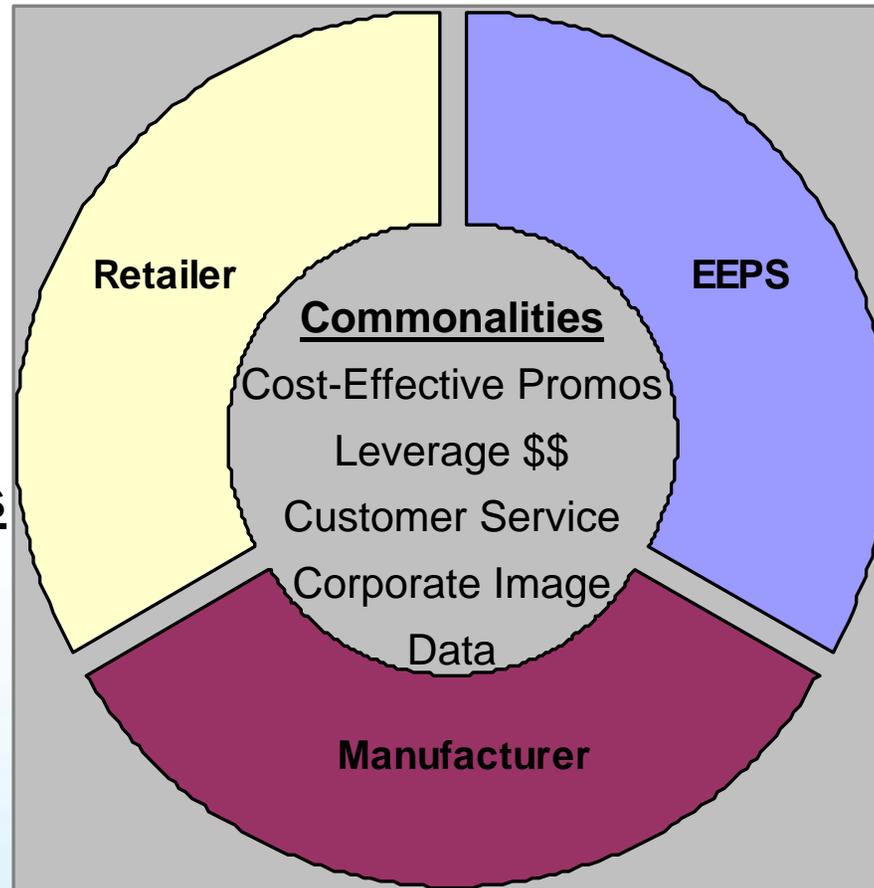


Retailer Goals

- Increasing profit margin
- Increasing market share
- Customer loyalty

Manufacturer Goals

- Increasing profit margin
- Increasing market share
- Brand loyalty



EEPS Goals

- Increasing market share of efficient technologies
- Cost-effective energy savings
- Quantifiable results/savings

ENERGY STAR Encourages Collaboration



Opportunities for partners to collaborate include:

- Annual ENERGY STAR Partner Meetings
 - Appliance Partner Meeting
 - Lighting Partner Meeting
- ENERGY STAR Criteria Setting Meetings
- ENERGY STAR National Campaigns
 - Cool Your World
 - Refrigerator Retirement Campaign
 - Change a Light, Change the World

ENERGY STAR Tools & Resources

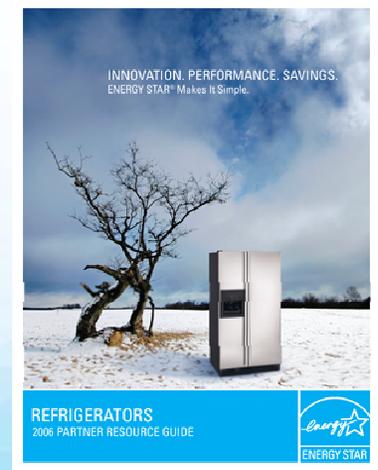


➤ ENERGY STAR Materials

- Partner Resource Guides
 - Savings story, graphs, messaging, fun facts
- Consumer brochures
- Hispanic outreach flyers
- Promotional items

➤ ENERGY STAR Web site

- Qualified product lists
- Savings calculators
- Rebate finder
- Store locator
- Training materials



Consumer Brochures



Save with an ENERGY STAR Qualified Refrigerator... www.energystar.gov/refrigerators

Save Energy. Today's ENERGY STAR qualified refrigerators use half as much energy as ones made before 1993.

Save Money. Replacing one of these older refrigerators with a new ENERGY STAR model can save nearly \$55 per year on your energy bill.

Save your Food. Advanced temperature and humidity controls and special compartments help keep perishable foods cold so they stay fresh longer.

Save the Environment. By using energy more efficiently, ENERGY STAR qualified refrigerators help reduce air pollution and greenhouse gas emissions from power plants.

To find out more about how to choose an energy-efficient refrigerator, visit www.energystar.gov/refrigerators.



How These Refrigerators Save Energy

- 1 More Precise Temperature Mechanisms** help the refrigerator operate more efficiently, while ensuring food is kept at the optimum temperature.
- 2 Improved Insulation** located in doors and exterior walls helps food stay cold and muffles noise.
- 3 High Efficiency Compressors** use less energy to operate the refrigerator, often are quieter than regular compressors, and create less heat while they are running.



How Much is that 6-Pack Costing You?

If you have a second refrigerator in your garage or basement it's probably costing more than you think...as much as \$100 per year! That's a stiff price to pay to keep a few beverages cool.

Find out whether or not it's time to say goodbye to your old refrigerator. Calculate the savings at www.energystar.gov/refrigerators.

Visit www.earth911.org for information on proper disposal and recycling.

If you truly need a second refrigerator, consider these tips:

- **Plug it in only when needed.** A second refrigerator that runs year can save over \$85.
- **Replace it with an ENERGY STAR model.** For a few drinks, replace your old qualified compact refrigerator.

Fresh Ideas for Savings.
ENERGY STAR® Qualified Refrigerators.
Make it Simple.
Innovation. Performance. Savings.

U.S. Department of Energy
Energy Efficiency and Renewable Energy
Energy Star is a registered trademark of the U.S. Environmental Protection Agency.

For more information visit www.energystar.gov
1.888.574.155 (T 1.888.782.7827)

For all energy efficiency and renewable energy information please contact:
1.877.656.4646 (HP) (T 1.877.322.5463)
www.eere.energy.gov

August 2007



Hispanic Outreach Flyers



¡Usando una lavadora de ropa calificada ENERGY STAR le ayudará a proteger y a mantener su ropa favorita por más tiempo!

Lavadoras de Ropa

Las lavadoras de ropa calificadas ENERGY STAR usan sistemas sofisticados que limpian su ropa con cuidado y, al mismo tiempo, **REDUCE SU CUENTA DE ENERGÍA.**

Al elegir una lavadora de ropa calificada ENERGY STAR:

- Prolonga la vida a la ropa de su familia.
- **USA LA MITAD DEL AGUA Y ENERGÍA** comparada a una lavadora antigua.
- **AHORRA UN PROMEDIO DE \$50 POR AÑO** en las cuentas de agua y energía.

Para ahorrar más energía, ponga la máxima cantidad de ropa en la lavadora y cuando sea posible use el agua fría.



ENERGY STAR®

El sello nacional para el uso eficaz de energía.
¡Trayendo valor, comodidad, y ahorros a su hogar!



U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable.

Para más información visite
www.energystar.gov
1.888.STAR.YES (1.888.782.7937)



Using an ENERGY STAR qualified clothes washer will help keep your favorite clothes looking better longer!

Clothes Washers

ENERGY STAR qualified clothes washers wash and tumble your clothes through sophisticated wash systems that not only gently clean your dirty clothes, but also **CUT YOUR ENERGY BILLS.**

Choosing an ENERGY STAR qualified clothes washer:

- Adds life to your family's clothes.
- Uses **HALF THE WATER AND ENERGY** of the traditional top-loader.
- **SAVES YOU ABOUT \$50** per year on your utility bills.

To save more energy run full loads whenever possible, and use the cold water cycle.



ENERGY STAR®

The National Symbol for Energy Efficiency.
Bringing Value, Comfort, and Savings to Your Home!



U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable.

For more information visit
www.energystar.gov
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ENERGY STAR Support



Your ENERGY STAR account manager can:

- Assist in contacting other partners and DOE/EPA to develop programs
- Help you access ENERGY STAR marketing outreach materials and promotional items
- Find and develop specific facts & figures for your organization, promotion, or location



For More Information

- Visit www.energystar.gov
- Contact your ENERGY STAR Account Manager