



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Promoting ENERGY STAR Qualified Ventilating Fans

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 50 categories, including vent fans, that use less energy without sacrificing quality or performance. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR qualified products:

- Save energy
- Save money
- Save the environment

How do ventilating fans earn the ENERGY STAR?

ENERGY STAR qualified ventilating fans use high-performance motors that work better and last longer than motors used in conventional models. Qualified ventilating fans are also quieter than standard models and have a minimum 1-year warranty.

There are three categories of qualified ventilating fans: bath and utility, in-line, and kitchen range hoods.

Why sell ENERGY STAR qualified ventilating fans?

- In 2007, more than 70% of households nationwide recognized the ENERGY STAR label.
- ENERGY STAR qualified vent fans use more than 70% less energy than standard models and operate with less noise.
- High performance motors and improved blade design provide better performance and last longer than standard models, helping save money on energy bills over the life of the product.
- By using less energy, qualified vent fans reduce greenhouse gas emissions caused by burning fossil fuels at power plants.
- Qualified vent fans help keep a home comfortable & healthy. Installing adequate ventilation helps to control moisture and remove objectionable odors.
- Consumers are looking for ways to reduce their energy bills and help the environment. Partnering with ENERGY STAR can increase sales and customer loyalty.

What in-store promotion ideas are available?

- Print and place ENERGY STAR hang tags on all displayed qualified models.
- Co-brand a poster or banner with a retailer or manufacturer.
- Distribute window decals for display on retailers' windows.
- Use an in-store or event banner to draw attention to a display of all your qualified energy-efficient products.
- Offer sales associate training on qualified products.
- Reach a broader audience by using marketing materials available in Spanish.

To **LEARN MORE** about **ENERGY STAR** and **Qualified Products**:
Visit www.energystar.gov/training or call **1-888-STAR-YES** (1-888-782-7937)