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ENERGY STAR Audio Visual Buyer's Guide



What is ENERGY STAR?

ENERGY STAR is the symbol for energy efficiency, recognized by 85% of American households. Found on more than 70 categories of products, ENERGY STAR makes it easy to save energy and help protect the climate.

What product categories are included under the ENERGY STAR Audio Visual specification?

- Audio Amplifiers
- AV Receivers
- Blu-ray Disc Players
- DVD Players
- Home-Theater-in-a-Box (HTiA) Systems
- MP3 Speaker Docks
- Shelf Systems
- Sound bars
- Wireless Speakers

Why should you stock ENERGY STAR Audio Visual products?

Consumers prefer energy efficient products.

- When asked about their next consumer electronics purchase, factors including energy consumption (85%), and the ability to recycle a device (70%) were highly rated on the decision tree.¹
- Nearly two in three consumers look for energy efficient consumer electronics products while shopping.²
- 69% of American consumers consider the environment when making a purchasing decision.³
- 71% of consumers are likely to recommend ENERGY STAR certified products to a friend.⁴

ENERGY STAR certified audio products feature the latest trends in technology, but use less energy.

- A new class of amplifiers, class D, can be found in ENERGY STAR certified products. Class D amps offer the same great sound quality as Class AB amps, a common type of amplifier. Class D amps use less energy than Class AB amps because they use much less energy to run their internal circuitry, especially when the amplifiers are in idle or being lightly used.
- ENERGY STAR certified products feature Bluetooth technology, allowing consumers to easily stream music from their tablets, computers, phones or other devices without a physical connection.
- Many ENERGY STAR certified Sound bars and Home Theater systems include wireless access to subwoofers making it easy for consumers to set up their surround sound systems.

Products that can earn the ENERGY STAR are in demand.

- Sound bars and wireless speaker sales are forecasted to grow 55% and 76% during 2014, respectively.⁵ One-piece sound bars sales have surged because of their ability to improve the sound of thin flat-panel TVs and in many cases, simulate surround sound.⁶

Consumers want to patronize companies that show environmental leadership.

- Nearly two-thirds (63%) of businesses say their customers are demanding that they offer them more environmentally considerate solutions, up from about half (49%) in last year's survey.⁷

¹ Consumer Electronics Association. *Powering Intelligent Electricity Use*. 2011.

² Ibid

³ Ibid

⁴ EPA Office of Air and Radiation, Climate Protection Partnerships Division. *National Awareness of ENERGY STAR® for 2013: Analysis of 2013 CEE Household Survey*. U.S. EPA, 2014.

⁵ Rasika, Wetherill. *Home Audio at CES 2014*. FutureSource, 9 January 2014.

⁶ Consumer Electronics Association. *Digital America 2012*. July 2012.

⁷ Deloitte Center for Energy Solutions. *Charge your Business Strategy with Corporate Energy Management Insights through the Deloitte Resources 2012 Study*. 2012.



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How often do ENERGY STAR Audio Visual requirements change?

Because technology evolves rapidly, ENERGY STAR AV specifications are updated regularly to ensure that the latest technologies are covered under the current specification.

- ENERGY STAR Version 3.0 for Audio Visual products took effect May 1, 2013.

What happens when ENERGY STAR requirements change?

As soon as a new specification is finalized, manufacturers are encouraged to begin certifying product models to it. A nine month period is provided before all certified products have to meet the new specification, to allow manufacturers and retailers time to phase out the label on models that will no longer qualify. In order to avoid consumer confusion, always be sure to promote ENERGY STAR rather than a particular ENERGY STAR version.

What are Best Marketing Practices?

- *Online, make sure products are properly labeled with the ENERGY STAR* and that their descriptions and specifications include whether or not they are ENERGY STAR certified.
- *In store, make sure products are properly labeled with the ENERGY STAR* via product fact tags or signage and properly labeled in circulars as well.
- *Emphasize variety.* ENERGY STAR products can be found across a wide range of product types and with a broad selection of features. In addition, ENERGY STAR certified products generally don't cost more.
- *Savings can add up.* Did you know that there are twenty-four (24) consumer electronics products per home on average? If consumers upgrade their electronics products to ENERGY STAR, they can save up to \$200 on their utility bills over the products lifetime.

What key message should we convey to consumers?

- Popular product types, such as sound bars and wireless speakers, can be found on the ENERGY STAR certified products list. Like a growing number of conventional audio visual product models, many certified products have Bluetooth connectivity. ENERGY STAR certified audio visual products are on average 60% more energy efficient.

What should I request from my vendors?

1. To supply you with ENERGY STAR certified Audio Visual products.
2. To qualify all models that can meet ENERGY STAR requirements or find equivalent ENERGY STAR products to replace those that cannot.
3. To ensure products and product packaging are clearly labeled with the ENERGY STAR mark.
4. To include in their marketing support:
 - Specification sheets that include whether or not the product is ENERGY STAR certified.
 - Product images that include the ENERGY STAR logo.
 - Copy that references ENERGY STAR for qualifying products in descriptions for use on your web site.

How do vendors qualify products for the ENERGY STAR?

1. Product energy consumption is tested in an EPA-recognized laboratory.
2. Test results are then certified by a third-party, EPA-recognized certification body. Products that meet the ENERGY STAR specification levels are forwarded to EPA for inclusion on the ENERGY STAR qualified product list for that product category.
3. A subset of ENERGY STAR products are subject to "off-the-shelf" verification testing each year.

Please visit www.energystar.gov/testingandverification for more information on EPA Certification Body's and product testing.

Who do I contact for more information or if I have questions about the ENERGY STAR Audio Visual Program?

For information about the ENERGY STAR consumer electronics program, contact Una Song at audiovideo@energystar.gov.