



GREATER ENERGY EFFICIENCY: ENERGY STAR PRODUCTS FOR AMERICAN HOMES

The energy bill of a home fully equipped with ENERGY STAR® qualifying products can be 20 to 30 percent lower.

ENERGY STAR Qualifying Products



Selecting energy-efficient products when buying new items for the home is an important opportunity for many consumers to reduce their home energy bills. Cost-effective, energy-efficient choices exist for many of the products we use at home every day, including heating and cooling systems, major appliances, smaller products such as home electronics and office equipment, and lighting products.

Many of the smaller products offer energy savings with no additional initial cost; for the larger products, the reduced energy bills can quickly offset any higher initial cost.

The ENERGY STAR label makes identifying energy-efficient products easy for consumers. ENERGY STAR is the government-backed symbol for energy efficiency. Manufacturers use it on products that meet strict energy efficiency guidelines set by the federal government. These products will save consumers money on their energy bills every month (to more than offset any higher initial cost), while offering them the features and comfort they desire. More and more consumers are discovering the value of energy efficiency because of promotions sponsored by retailers, utilities, energy efficiency program sponsors, states, and other organizations partnering with the federal government.

Currently,

- ▶ More than 1,400 product manufacturers use the ENERGY STAR across more than 40 product categories for the home. Products include kitchen appliances, air-conditioners, furnaces, TVs, and lighting, among others. These products are from 10 to 90 percent more efficient than standard models;
- ▶ More than 500 retailers are bringing ENERGY STAR products and information into their stores and into their customers' homes;
- ▶ Utilities and other energy efficiency program sponsors are bringing ENERGY STAR products to their customers to help them reduce energy use and save money, while slowing the growth in energy demand; and
- ▶ More than 1.5 billion ENERGY STAR qualifying products have been purchased to date.

The ENERGY STAR guides consumers to energy-efficient choices. ENERGY STAR is recognized by more than 60 percent of the public; one in three people report using the label as part of a purchase decision in the last year; and many say they would recommend ENERGY STAR to a friend.

ANNUAL ENERGY STAR NATIONAL OUTREACH

Fall

- ▶ Energy-efficient lighting outreach
- ▶ Energy-efficient heating equipment outreach, emphasizing home sealing

Winter/Spring

- ▶ Energy-efficient appliance outreach

Summer

- ▶ Energy-efficient cooling outreach

Bringing ENERGY STAR to More American Homes

As part of the Partnerships for Home Energy Efficiency, the U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) will expand the ENERGY STAR program. The Agencies will build on their diverse set of partnerships to help more manufacturers, retailers, utilities, states, and others bring energy efficiency solutions to more households across the country. Among other efforts, the federal government will

- ▶ coordinate national outreach efforts on key cost-effective, energy-efficient products during the seasons in which many people typically make such purchases, and
- ▶ assist interested retailers and others as they seek to provide broader home energy efficiency solutions to their customers.

The current efforts of certain national retailers are highlighted on page 3.

Information When It Matters

Each year, EPA and DOE will coordinate a set of national campaigns promoting cost-effective, energy-efficient products for the home. Integrated seasonal campaigns allow retailers, manufacturers, utilities, and others to focus and leverage each other's efforts and bring consistent information on energy efficiency solutions to consumers. These organizations can also plan incentive programs to run during the campaigns. The Agencies will coordinate the following seasonal efforts:

FALL LIGHTING. EPA and DOE will work with states and hundreds of leading regional energy efficiency organizations, manufacturers, and retailers (representing thousands of storefronts) each fall in a coordinated 2-month outreach effort to encourage Americans to switch to lighting products that have earned the ENERGY STAR. Nearly 20 percent of our nation's residential electricity use goes toward lighting, and it's one of the easiest areas in which we all can save. A family that changes its five most frequently used lights to ENERGY STAR models typically saves more than \$60 every year, which would add up to \$6 billion in energy savings across the country.

SPRING APPLIANCES. To encourage more consumers to choose energy-efficient appliances such as refrigerators, dishwashers, and clothes washers, DOE will coordinate an annual spring outreach effort with retailers, manufacturers, utilities, and others. DOE will also encourage the recycling of old or failed appliances.

SUMMER COOLING. EPA and DOE will partner with leading organizations each summer to encourage Americans to cool their homes smartly and look for ENERGY STAR qualifying equipment if buying a new system is in their plans. Heating and cooling costs the average homeowner about \$600 a year—nearly half the home's total energy bill. Following the government's recommendations for energy-efficient equipment, including proper sizing and quality installation and maintenance, can help homeowners save up to 20 percent annually on their energy costs.

WINTER HEATING. As temperatures drop, the Agencies will encourage Americans to save energy, reduce their utility bills, and protect the environment by increasing the energy efficiency of their home heating systems. They will encourage us to seal the leaks that allow air to escape the home, replace old heating equipment with high-efficiency models, tune up heating and cooling equipment annually, regularly replace air filters, and use a programmable thermostat's multiple temperature settings to get the most savings.

More Home Energy Efficiency Solutions: ENERGY STAR Home Sealing



EPA is working with retailers and others to help bring additional energy efficiency solutions to homeowners across the country. EPA recommendations for ENERGY STAR Home

Sealing can help homeowners improve the "envelope" of their homes—the outer walls, ceilings, windows, and floors. Air leaks and poor insulation in a home can cause

comfort problems and high energy bills. Properly sealing the air leaks and adding insulation can

- ▶ improve comfort,
- ▶ cut energy bills by up to 10 percent,
- ▶ provide a quieter home,
- ▶ limit pollen, dust, pollution, and insects in the home, and
- ▶ improve durability by reducing the flow of moist air into the home.

ENERGY STAR Home Sealing can be the quickest, cheapest way to a better performing home—and many homeowners can do it themselves. EPA is providing educational materials to interested retailers and other organizations to help them raise consumer awareness of these energy-saving opportunities.

About ENERGY STAR

EPA introduced ENERGY STAR in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions and air pollution through increased energy efficiency. Today, in partnership with DOE, the ENERGY STAR program offers consumers, businesses, and public organizations energy-efficient solutions that save energy and money while helping protect our environment for future generations. More than 7,000 organizations are ENERGY STAR partners, committed to improving the energy efficiency of the products we use, the homes we live in, and the buildings where we work, learn, and shop.

For More Information

For more information, please see the *Partnerships for Home Energy Efficiency* summary document and visit www.energystar.gov

NATIONAL RETAILERS BRINGING ENERGY EFFICIENCY SOLUTIONS TO CUSTOMERS

LOWE'S	Lowe's is broadly educating its customers about energy-saving products and practices through in-store promotions, broadcast advertising, and Web outreach under its branded environmental education message, "Together, We're Saving More Than Money." This fall, Lowe's will feature the benefits of energy-efficient lighting as part of the "ENERGY STAR Change a Light, Change the World" campaign and plans to launch a special fall promotion of all ENERGY STAR qualified products and practices to help customers prepare their homes for winter.
THE HOME DEPOT	The Home Depot has stepped up its efforts to bring the benefits of energy efficiency to its customers by making a 28-page ENERGY STAR educational brochure available at all of its stores. It is a strong supporter of the national campaigns on appliances, "Spring Into a World of Savings"; cooling products, "Cool Your World with ENERGY STAR"; and lighting "ENERGY STAR Change a Light, Change the World" all of which include special displays and in-store signage. And, The Home Depot is planning a high-profile push on ENERGY STAR home sealing to help its customers improve the comfort and efficiency of their homes.
SEARS	Sears sells more ENERGY STAR qualified appliances than any other retailer in addition to integrating ENERGY STAR into its Home Services for HVAC and windows. By expanding its line of ENERGY STAR qualified Kenmore products and conducting ENERGY STAR targeted promotions such as 12-month, 0% financing, Sears is helping bring energy efficiency to all income levels. Sears' appliance departments also include a broad array of ENERGY STAR promotional materials to educate customers on the benefits of ENERGY STAR, including signs and informative collateral.
ACE HARDWARE	ACE Hardware stores are helping bring ENERGY STAR to American homes by displaying ENERGY STAR educational materials, providing sales associate training, and clearly identifying and promoting the ENERGY STAR qualified products they offer. Hardware stores in the ACE family allow ENERGY STAR to reach customers in large cities and small towns across the country so everyone can benefit from lower utility bills and cleaner air.