

ENERGY STAR. The simple choice for energy efficiency.



Electronics and ENERGY STAR: The Combination is Good for the Customer!

September 2016



What Is ENERGY STAR?

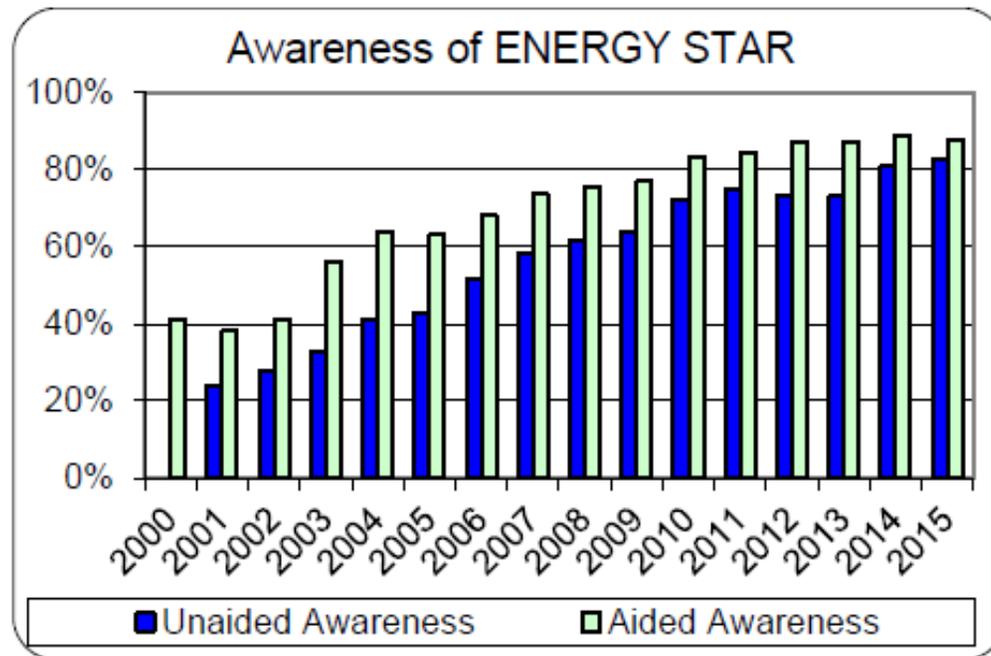


- Products that earn the ENERGY STAR are independently certified to strict guidelines set by the U. S. Environmental Protection Agency (EPA)
- ENERGY STAR is the symbol for energy efficiency and recognized by over 85% of American households.
 - Found on more than 70 types of products, ENERGY STAR makes it easy to save energy and help protect the climate.



High ENERGY STAR Awareness

ENERGY STAR products are appealing to consumers as they become more environmentally conscious.



- ENERGY STAR is an influential brand recognized by over 85% of Americans
- 77% of consumers are likely to recommend ENERGY STAR-certified products to a friend.

Why ENERGY STAR Matters to Your Customers

Energy & Cost Savings

- ENERGY STAR certified products save money!

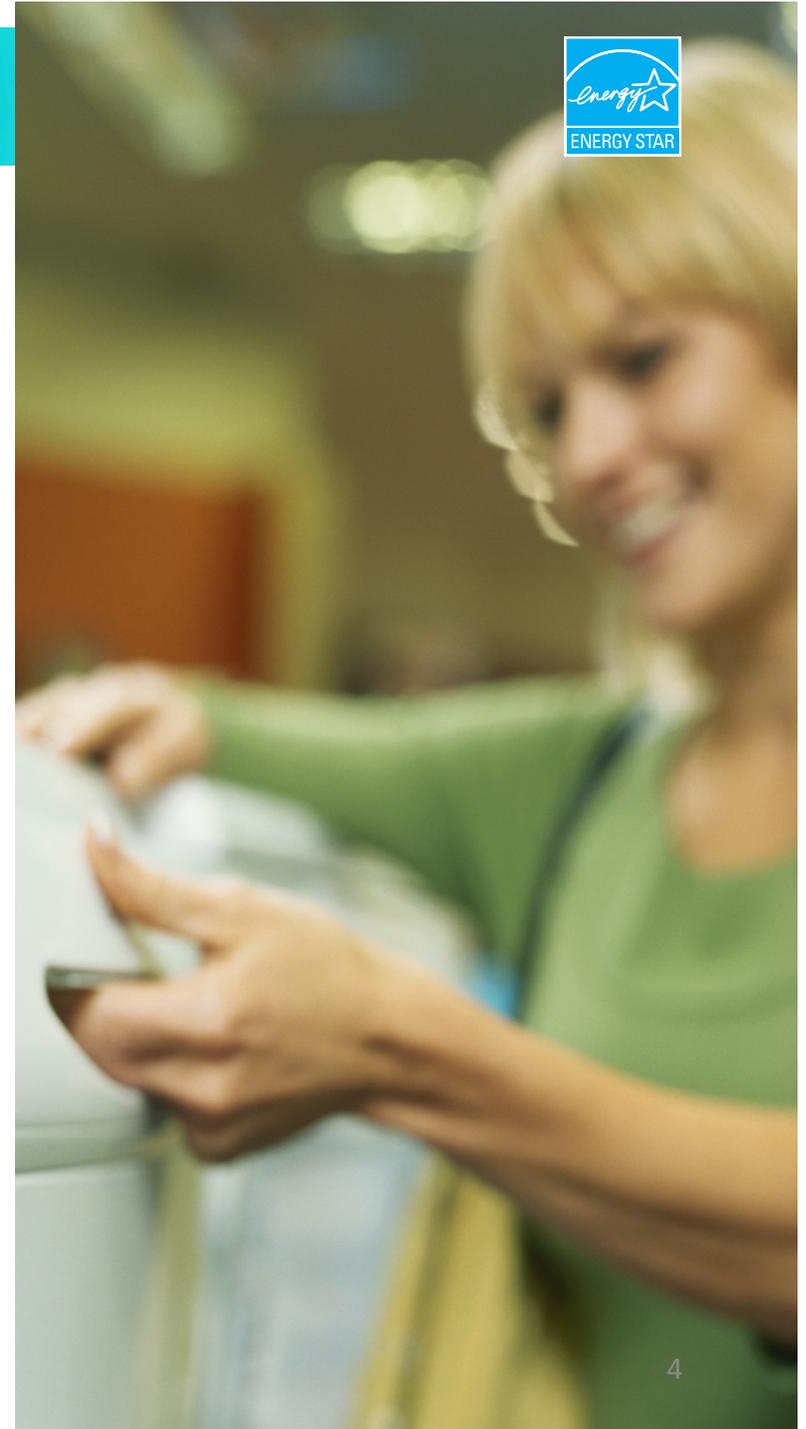
Product differentiation

- 64% of adults look for energy-efficient electronics when shopping.
- When consumers purchase electronics:
 - 85% consider energy consumption
 - 70% consider the ability to recycle a device.

Social Value

- ENERGY STAR-certified electronics save energy and help protect the environment.
- If every TV, DVD, and home theatre purchased in the U.S. this year were ENERGY STAR-certified, it would:
 - Save more than \$150 million
 - Prevent about 1.7 billion pounds of greenhouse gas emissions per year, equivalent to the annual emissions of more than 170,000 cars.

Help your customers make **smart purchases** to build customer loyalty and increase sales!





ENERGY STAR Consumer Electronic Products

Covered Consumer Electronics Categories		Covered Office Electronics Categories
<ul style="list-style-type: none"> • Television 	<ul style="list-style-type: none"> • Home theater-in-a-box 	<ul style="list-style-type: none"> • Desktop computers
<ul style="list-style-type: none"> • Sound bars 	<ul style="list-style-type: none"> • Audio amplifiers 	<ul style="list-style-type: none"> • Laptop computers
<ul style="list-style-type: none"> • Wireless speakers 	<ul style="list-style-type: none"> • Blu-ray disc and DVD players 	<ul style="list-style-type: none"> • Computer monitors
<ul style="list-style-type: none"> • Audio receivers 	<ul style="list-style-type: none"> • Compact/Shelf Systems 	<ul style="list-style-type: none"> • Printers and multi-function devices
<ul style="list-style-type: none"> • MP3 Speaker Docks 	<ul style="list-style-type: none"> • Set Top Boxes 	<ul style="list-style-type: none"> • Small network equipment
<ul style="list-style-type: none"> • Slates/Tablets 		<ul style="list-style-type: none"> • Cordless and VOIP phones



The Savings Can Add Up



- **ENERGY STAR-certified products provide** all the functionality of standard products, but use less energy, which reduces their operating costs.
 - Did you know that there are 24 consumer electronics products per home on average?
 - A home outfitted with 3 TVs, 2 set top boxes, a Blu-ray player, and a sound bar that have earned the ENERGY STAR can save more than \$165 over the life of the products.



Office Electronics: Key Product Advantages:

- Outfitting your home office with an ENERGY STAR certified desktop computer, LCD monitor, and multifunction device (MFD), and enabling power management, can save you up to \$250 over the life of the products.
- Enabling power management features on ENERGY STAR certified computers and monitors can save up to \$35 per year.
- ENERGY STAR certified routers/modems and VoIP phones save about 25% and 40%, respectively.





TV: Key Product Advantages



- ENERGY STAR-certified TVs offer the latest in technology and design.
- 98% of U.S. households own at least one TV. ENERGY STAR certified TVs include the latest in features and functionality, such as Ultra-High Definition (UHD) content, Internet-connectivity (Smart TV), and OLED backlighting.
- ENERGY STAR-certified TVs are, on average, more than 25% more energy efficient than conventional models.
- Customers don't have to sacrifice screen size to save energy and help protect the climate.
- ENERGY STAR certified TVs meet international standards limiting hazardous material content and are designed to be easily recycled.



Audio: Key Product Advantages

- There is no sacrifice in sound, quality, harmonics, or performance when using ENERGY STAR certified audio products
- ENERGY STAR certified audio products have the same features and functionality (e.g., Bluetooth), but are 65% more efficient.
- Many ENERGY STAR certified sound bars include wireless access to subwoofers = easy surround sound system setup.
- Sound bars sales were forecasted to grow >60% during 2015.





ENERGY STAR Most Efficient

Most Efficient Appeals to:

- Existing and new audiences
 - Early adopters
 - Environmentally conscious shoppers



Stocking ENERGY STAR Most Efficient [computer monitors](#) demonstrates your responsiveness, in particular, to customers that considers themselves to be early adopters and/or environmentally conscious

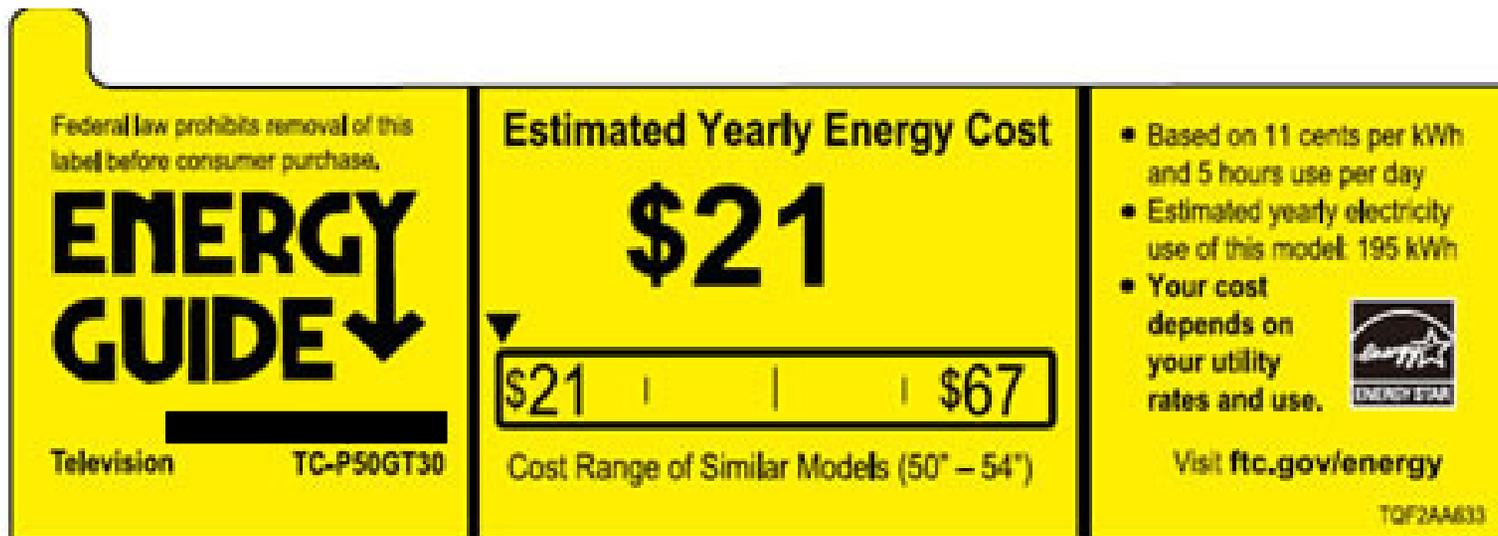
Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- Be [loyal ENERGY STAR](#) shoppers
- Associate ENERGY STAR with high quality
- Be more [environmentally/socially motivated](#)
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy



Why use the ENERGY STAR label with the Energy Guide Label?

- The Energy Guide label reports how much energy a product is using compared to similar sized models.
- It doesn't tell customers whether the TV is the best for energy efficiency.
- Using the ENERGY STAR with the Energy Guide label is a quick, effective way to tell customers if the TV has really low energy use in its class and how much it will cost to operate.





Summary of Key Messages

- ENERGY STAR certified products provide all the functionality as standard products, but use less energy, reducing their impact on the environment.
 - “ENERGY STAR certified electronics use less energy, which means savings for you and a healthier climate for all.”
 - “ENERGY STAR certified CE products offer the latest in technology and design, but use less energy, reducing their impact on the environment.”
 - “Outfitting your home with ENERGY STAR certified products saves energy, money, and helps protect the environment.”
- Savings from ENERGY STAR certified products can add up.
 - A typical home with a suite of ENERGY STAR products (3 TVs, 2 set top boxes, a Blu-ray player, and a sound bar) can save more than \$165 over the life of the products.



Remember: ENERGY STAR Can Help Sell More Products

- **Use the logo.** Ensure products are properly labeled and point out ENERGY STAR products to interested customers to take advantage of brand approval and recognition.
- **Use the facts.** Highlight the energy and environmental facts found in this presentation. It will help customers understand their options.
- **Emphasize variety.** ENERGY STAR products can be found across the range of product performance and features (including newer functionalities and higher-end products) and generally don't cost more.
- **Savings is Easy.** Just always look for the ENERGY STAR label across a wide range of consumer electronics.



Thank You!

Rosemarie Stephens-Booker

Consumer Electronics Program Manager, EPA

(202) 343-9529

Stephens-Booker.Rosemarie@epa.gov

Allison Robinson

The Cadmus Group

Allison.Robinson@cadmusgroup.com