

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?

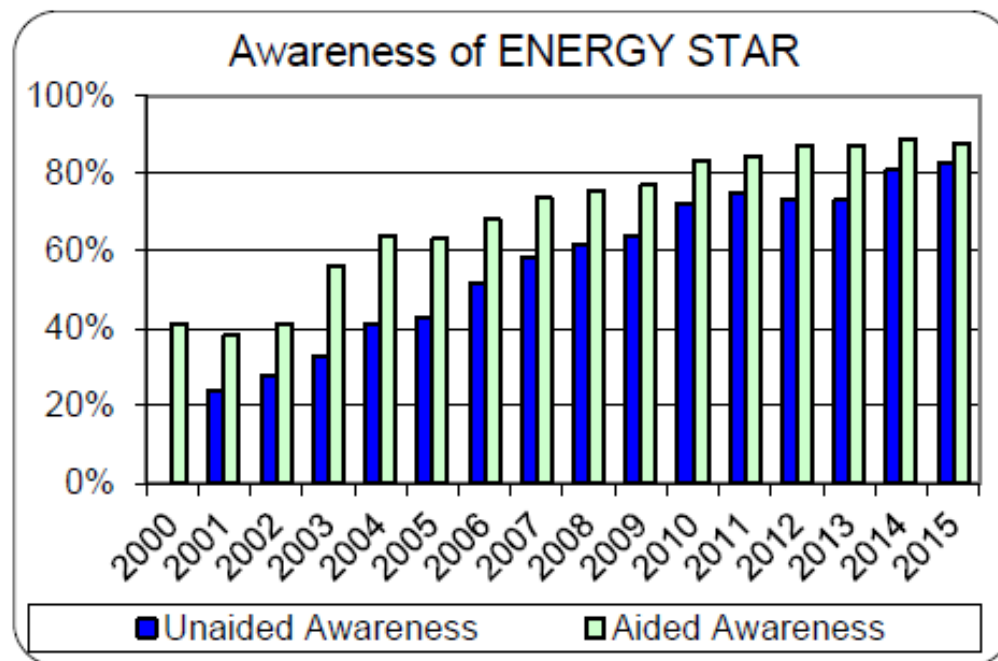


- Products that earn the ENERGY STAR are independently certified to strict guidelines set by the U. S. Environmental Protection Agency (EPA)
- ENERGY STAR is the symbol for energy efficiency and recognized by over 85% of American households.
  - Found on more than 70 types of products, ENERGY STAR makes 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
• Television	• Home theater-in-a-box	• Desktop computers
• Sound bars	• Audio amplifiers	• Laptop computers
• Wireless speakers	• Blu-ray disc and DVD players	• Computer monitors
• Audio receivers	• Compact/Shelf Systems	• Printers and multi-function devices
• MP3 Speaker Docks	• Set Top Boxes	• Small network equipment
• Slates/Tablets		• 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***

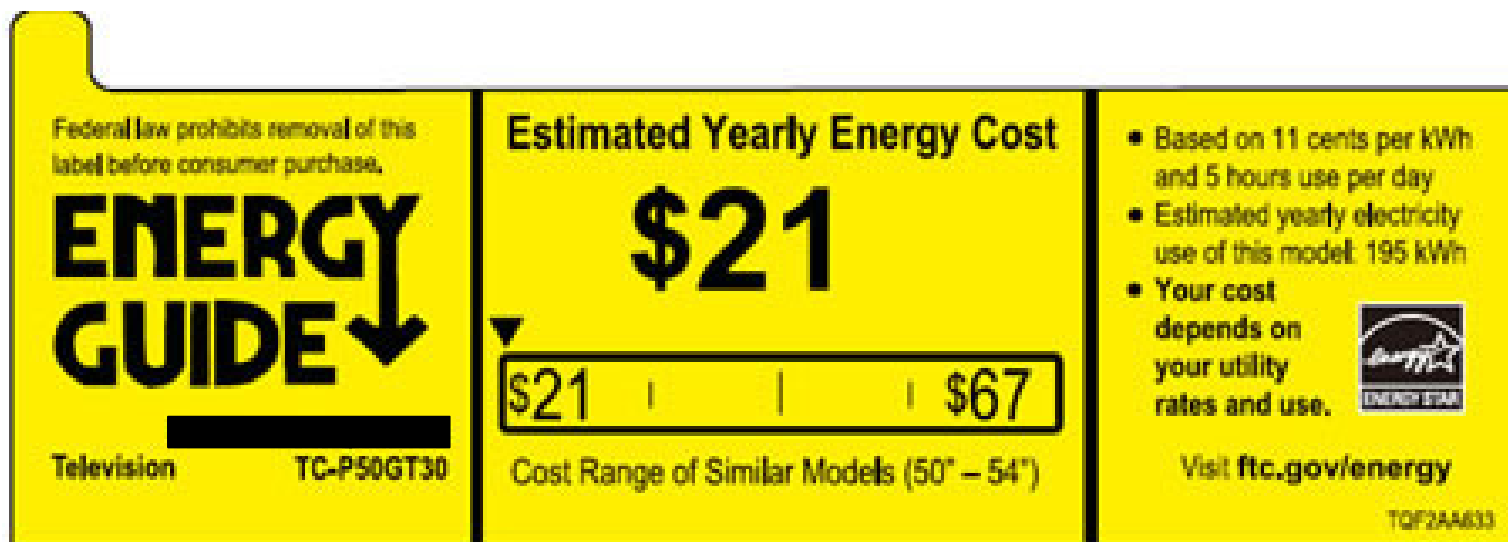
Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- 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!

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