



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF
AIR AND RADIATION

November 21, 2011

Dear ENERGY STAR® Stakeholder,

Since the launch of the Most Efficient of ENERGY STAR pilot program in May 2011, ENERGY STAR partners have participated in this pilot in the following ways:

- Nearly 150 products from 16 manufacturers have been recognized as ENERGY STAR's Most Efficient. These products span all eligible categories: clothes washers, air-source heat pumps, central air conditioners, furnaces, geothermal heat pumps, refrigerator-freezers, and televisions.
- ENERGY STAR's Most Efficient designation has been introduced in one utility's fall rebate program for appliances and in a co-promotion between a utility and a national retailer in another part of the country. Already, these two efforts include more than 200 participating stores and are expected to reach more than 1.9 million consumers. Other utility partners interested in differentiating among ENERGY STAR qualified products are evaluating the role of the Most Efficient designation in 2012 programs and beyond.
- The earliest and strongest retail support in 2011 has been from Sears highlighting ENERGY STAR's Most Efficient clothes washers. Other retailers are evaluating opportunities around the promotion of recognized models.
- ENERGY STAR international partner Natural Resources Canada (NRCAN) has launched a Canadian pilot of ENERGY STAR's Most Efficient, focused on refrigerator-freezers and clothes washers. With a Canadian Most Efficient website and 2011 iOS app launched, NRCAN is working with manufacturers, utilities, and retailers to pilot this program in the Canadian market.

In the interest of allowing sufficient opportunity for testing, EPA is extending the Most Efficient of ENERGY STAR pilot through the 2012 calendar year. Contributing to this decision was strong utility support for a longer pilot enabling testing through utility program deployment.

EPA intends to maintain the same basic scope and, to a large degree, the requirements of the 2011 pilot period for 2012. The Agency is proposing the following modest changes:

- **Adding boilers:** Closely tied to the HVAC suite, this product type was intended for initial inclusion along with other HVAC products, but the program analysis was not complete in time to allow stakeholder vetting prior to the launch of the 2011 pilot.
- **Clarifying HVAC communications requirements:** In response to stakeholder feedback, EPA is clarifying what is intended in terms of advanced diagnostics. EPA proposes that the information sent to a system controller by HVAC equipment be characterized as "system status" rather than "diagnostics." While the information required to be sent has not changed, EPA recognizes "diagnostics" to be intended for installers and service personnel.
- **Increasing stringency of TV requirements:** Nearly 180 ENERGY STAR products meet the 2011 recognition criteria, representing about 14 percent of the market. The proposed 2012 requirements would recognize five percent of models on the market in 2011, including ample recognition in 40 and 50 inch screen sizes.
- **Easing the requirements for refrigerators:** Given the limited selection of recognized refrigerator-freezers to date, EPA is proposing to raise the maximum energy criterion to 481 kWh/year.

Through our experience with the pilot to date, EPA has determined that for appliances and TVs the Agency is able to independently evaluate ENERGY STAR qualified models against the Most Efficient recognition criteria. Accordingly, for these categories, manufacturer nominations will no longer be required. Partners will continue to be encouraged to share photos and product highlights to be posted with other product data at www.energystar.gov/mostefficient. For all HVAC categories except boilers, EPA intends to maintain the current review process due to the system status requirements for these products. EPA will continue to make the Most Efficient graphic available on a case-by-case basis to eligible partners.

PROPOSED RECOGNITION CRITERIA FOR 2012

EPA proposes the following recognition criteria for 2012. These requirements remain unchanged from the 2011 levels for all products except TVs and refrigerator-freezers. The boilers criteria below are also new for 2012. In addition, EPA proposes that the information sent to a system controller by HVAC equipment be characterized as “system status” rather than “diagnostics.” Proposed changes are highlighted in red. In addition to meeting these performance requirements, products must be certified as ENERGY STAR by an EPA-recognized certification body. Additional details about each product area are included in the requirements documents attached to this letter.

Category	Requirements		
Clothes Washers	Clothes Washer Volume	MEF	WF
	≤ 2.5 cubic feet	≥ 2.3	≤ 4.5
	> 2.5 cubic feet	≥ 3.0	≤ 3.3
Air-source Heat Pumps	≥18 SEER, 12.5 EER, & 9.6 HSPF for split systems; 16 SEER, 12 EER & 8 HSPF for packaged systems; communications, system status , and automated configuration		
Central Air Conditioners	≥18 SEER & 12.5 EER for split CAC, 16 SEER & 12 EER for packaged CAC; communications, system status , and automated configuration		
Furnaces	97 AFUE; communications, system status , and automated configuration.		
Geothermal Heat Pumps	Equivalent to Tier 3 levels established in the ENERGY STAR Program Requirements; communications, system status , and automated configuration		
Boilers	95 AFUE or higher		
Refrigerator-freezers	≤481 kWh per year; at least 30% better than Federal standard		
Televisions	$P_{max}=82*\text{TANH}(0.00084(A-150)+0.05)+12.75$ Where: <ol style="list-style-type: none"> P_{max} = maximum allowable On Mode Power consumption in W A = viewable screen area of the product in square inches TANH =hyperbolic tangent function		

COMMENTS

Please submit comments on the above proposed criteria to mostefficient@energystar.gov by December 15, 2011. In addition to sharing these documents for stakeholder review, EPA will host a conference call on November 30, 2011 from 12-2pm US Eastern Time to discuss the proposed criteria with interested parties. Please reply to mostefficient@energystar.gov by November 28, 2011 if you are interested in participating in this call. EPA will distribute conference call details to all confirmed participants.

MOST EFFICIENT RECOGNITION

Following finalization of the recognition criteria in January 2012, EPA intends to analyze the ENERGY STAR qualified product lists for the eight ENERGY STAR Most Efficient product categories. EPA will contact partners in good standing with certified products that meet the ENERGY STAR Most Efficient criteria and invite them to augment their product listing with:

- A product photo in a jpg file of at least 200 pixels for the ENERGY STAR Most Efficient web page; and
- A product description for use on the web page (i.e., key features and functionalities). The first 50 words will be displayed beside the product photo on the web page; additional text will link to a separate web page.

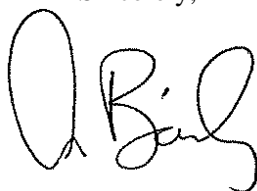
For relevant HVAC products, partners must continue to apply for recognition. In addition to sharing a product description and photo, as noted above, manufacturers must submit installation and maintenance manuals for the system confirming operation of the system controller, communications, system status and automated configuration capability. Documentation associated with the controller is acceptable if it can be associated with the HVAC equipment model numbers that are submitted for recognition.

Once EPA has confirmed a product's eligibility for recognition, the Most Efficient designation (see 2012 Most Efficient marketing template shown below) will be provided along with Most Efficient designation usage guidelines. The Most Efficient designation is intended for use on point of purchase material, product literature, and websites, but may not be applied to products or product packaging. Failure to abide by these guidelines may result in loss of recognition.

EPA will highlight recognized products on the ENERGY STAR 2012 Most Efficient Web page through December 30, 2012.

EPA looks forward to recognizing your 2012 Most Efficient products and helping consumers find them.

Sincerely,



Ann Bailey, Director
ENERGY STAR Product Labeling

