

## **Top Tier Proposal Webinar FAQ Sheet**

### **1. What products will be included in Top Tier when it first launches?**

The initial list that is being proposed includes the following product categories:

- Clothes washers
- Dishwashers
- Refrigerators
- TVs
- Central Air Conditioners
- Heating Equipment

### **2. When will other categories be added to the Top Tier Program?**

This is currently under evaluation. Additional product categories will be determined based on the success of the first product categories.

### **3. How were the products/product categories that would be included in Top Tier determined?**

EPA proposed the initial six product categories based on a preliminary assessment of the consumer product categories covered by the ENERGY STAR program, keeping in mind the program goals and target audience for the top tier effort. In EPA's proposal were the product categories that are typically promoted at higher performance levels by utility and state sponsored efficiency programs.

### **4. What type of training will there be for manufacturers and retailers?**

When the program launches, EPA will provide very clear information about the program that will appropriately guide manufacturers and retailers. No new training will be needed.

### **5. How frequently and when will the Top Tier product lists be updated?**

The proposal put forth by EPA proposes that Top Tier recognition be tied to a calendar year, with new product models to be added at any time during the recognition period. We are actively reviewing stakeholder comments and will soon make determinations on the frequency and duration of the Top Tier designation.

### **6. How will manufacturers be notified that their product has achieved Top Tier Status? How will they know when they no longer have the Top Tier designation?**

This information will be available to manufacturers in advance.

### **7. How will this effort be identified (e.g. labels/logos) and promoted?**

Products earning Top Tier recognition will be identified through a dynamic, real-time list of top products via the ENERGY STAR website. Point of purchase materials will also be developed that reinforce the ENERGY STAR brand and communicate the most efficient products EPA will collaborate with utilities and state sponsored efficiency programs to create co-branded point of purchase materials.