



## What can they agree on?



- Climate Change
- Energy Conservation
- Energy Independence



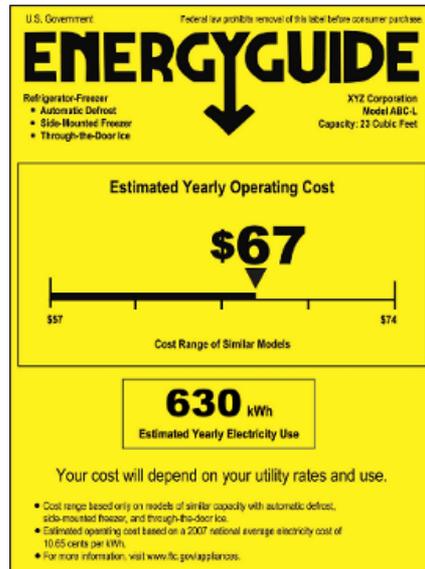


## What you'll walk away with:

- Understanding of the background and influence of ENERGY STAR;
- Knowledge of the energy, financial, and non-energy benefits of ENERGY STAR products;
- An ability to use on-line ENERGY STAR resources.



## Energy Efficiency Tools



- Operating Costs
- kWh/yr

- Simple Identification
- Post-purchase Value



# 2008 ENERGY STAR® Appliance Partner Meeting



## ENERGY STAR Makes it Simple



- National symbol for energy efficiency
- Awarded to products that meet of strict efficiency criteria set by the U.S. Department of Energy and the U.S. Environmental Protection Agency



U.S. DEPARTMENT OF  
**ENERGY**





## Who's involved?

- Federal Government (DOE and EPA)
- Manufacturers
  - 45 appliance manufacturers, representing 99% of the appliance market
- Retailers
  - Approximately 800, with over 21,000 storefronts
- Utilities, States, and Energy Offices
  - Over 415; Utilities serve more than 62 million households



# How can ENERGY STAR help me?

- Enhance customer satisfaction
  - Help customers choose products that will save them energy, water, and money
  - Demonstrate company commitment to consumer, community, and the environment
  - Attract new and repeat business
- Increase sales of high margin products

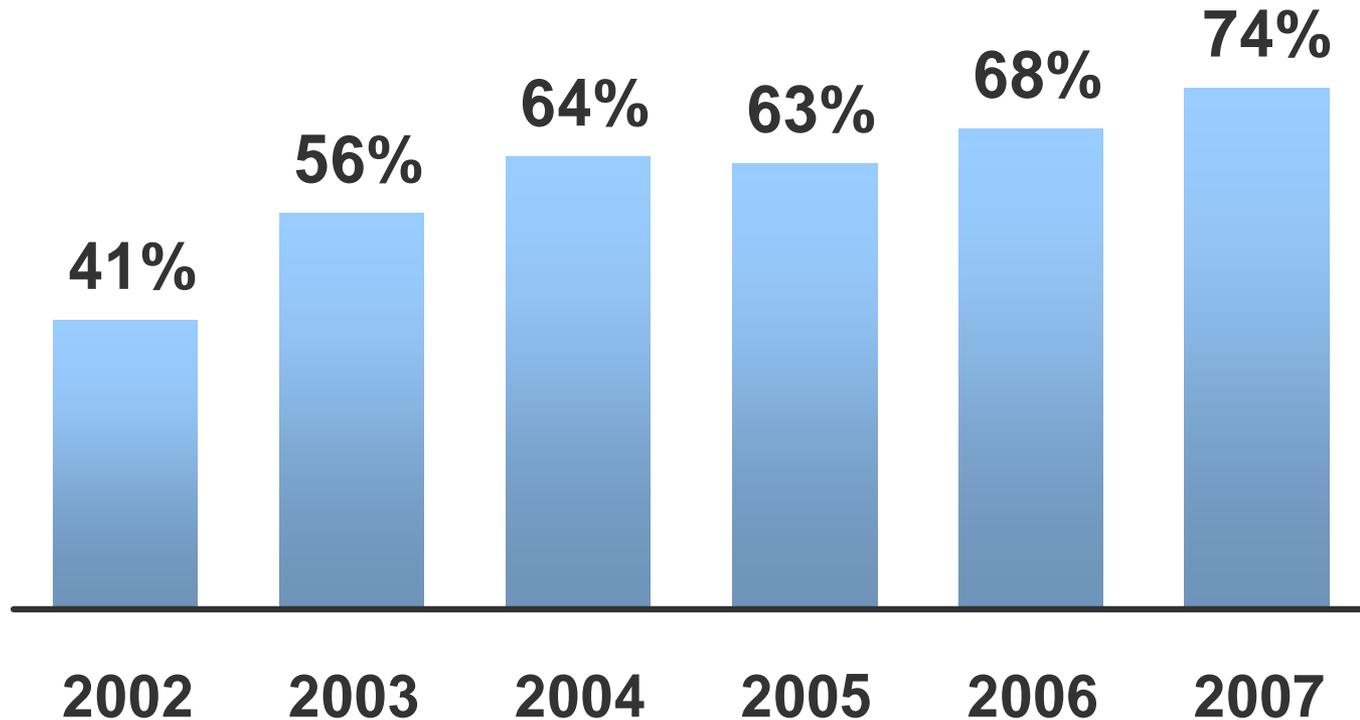


# 2008 ENERGY STAR® Appliance Partner Meeting



## ENERGY STAR Logo: High Household Recognition

Aided Recognition of ENERGY STAR Label



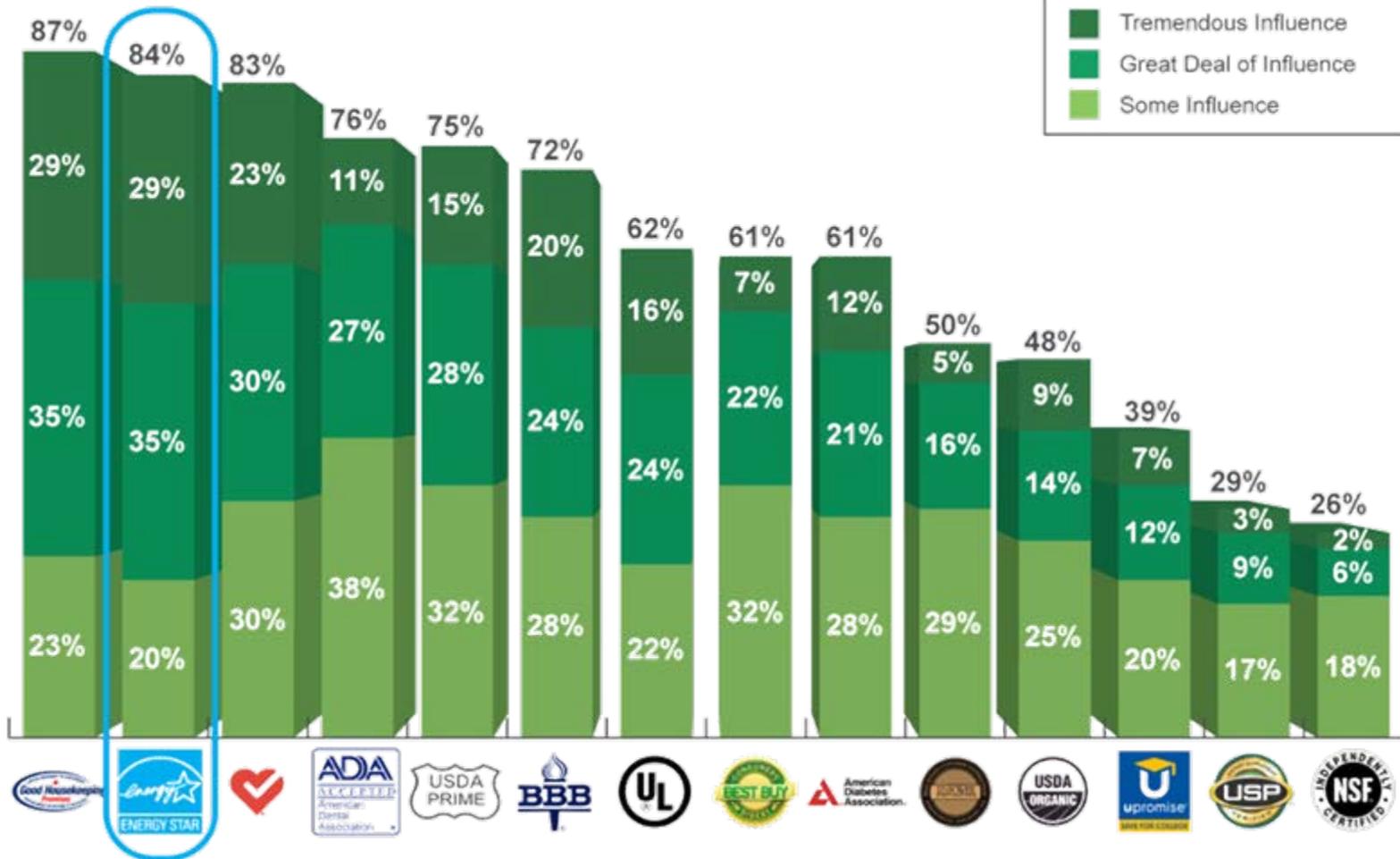
Source: Consortium for Energy Efficiency Household Surveys (2001-2007). Standard errors vary between 1.5% and 2.2%.



# 2008 ENERGY STAR® Appliance Partner Meeting



## Consumers Trust ENERGY STAR



Source: Fairfield Research, Summer 2007

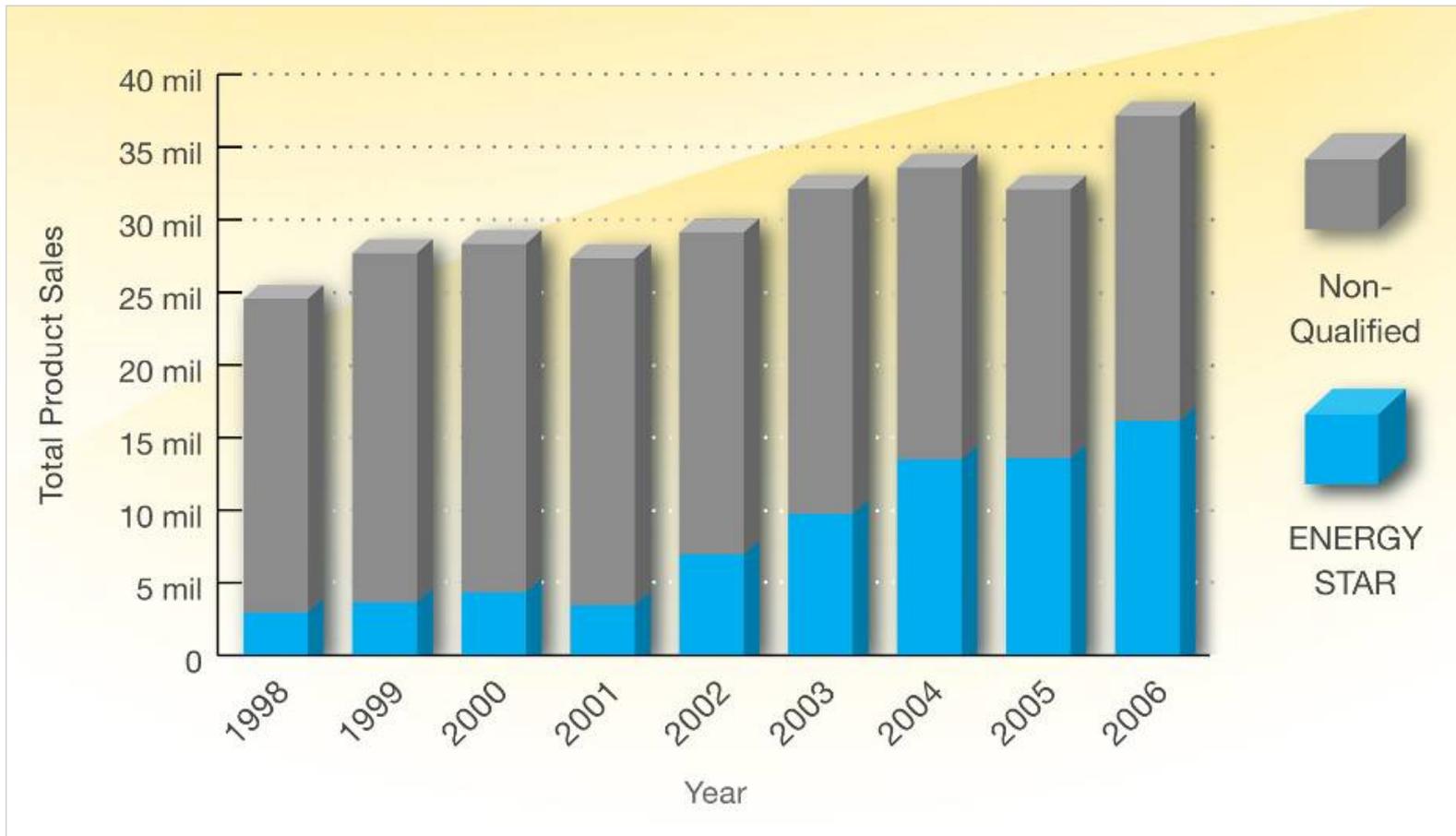
WWW.ENERGYSTAR.GOV



# 2008 ENERGY STAR® Appliance Partner Meeting



## ENERGY STAR Appliance Market Share is Growing





**2008 ENERGY STAR®**  
**Appliance Partner Meeting**



# **Benefits of ENERGY STAR Qualified Products**



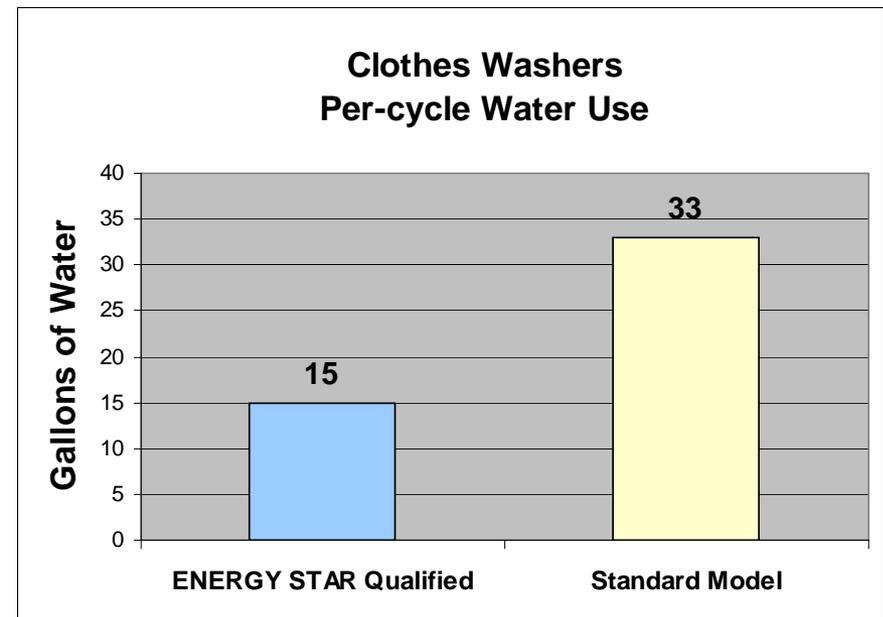
# ENERGY STAR Selling Points

- Save energy and money
- Get advanced technology and features
- Have short payback period
- Do not sacrifice performance
- Help protect the environment
  - Reduce air pollution
  - Conserve water



## Clothes Washers: 15 vs. 33

- Save enough water each cycle to run a dishwasher four times
- Save \$560 over the life of the product, enough to pay for the accompanying dryer
- Payback period: 5 years
- New criteria:
  - July 2009
  - January 2011



Assumes: 11-year life and \$51 per year in energy and water bill savings.



## Why No ENERGY STAR Dryers?

- Energy consumption between dryers models does not vary much.
- Same reason there is no ENERGY STAR program for ranges, ovens, or microwaves.





## ENERGY STAR Refrigerators

- New ENERGY STAR qualified refrigerators use less energy than a 75-watt light bulb.
- Payback period: 2-6 years
- Quieter operation
- Food stays fresher longer



Assumes: 14-year life

[WWW.ENERGYSTAR.GOV](http://WWW.ENERGYSTAR.GOV)



## Refrigerators: Old Models are Energy Hogs



New ENERGY STAR qualified refrigerators use half as much energy as refrigerators manufactured before 1993.



## Dishwashers: Help Break the Myth

- Over 30% of households don't own a dishwasher
- Qualified dishwashers use an average of 4 gallons per cycle, enough to run the kitchen faucet for 2 minutes.
- Save over \$40 per year compared to washing dishes by hand
- Scrape, don't rinse: new qualified dishwashers don't require you to do their job
- New proposed criteria:
  - July 2009
  - July 2011





# ENERGY STAR Room Air Conditioners

- Cut cooling costs by 10%
- Save \$20-300 over the life of each unit
- Payback period: 4-7 years
- Get the latest features
- Reduce noise



Assumes: 11-year life

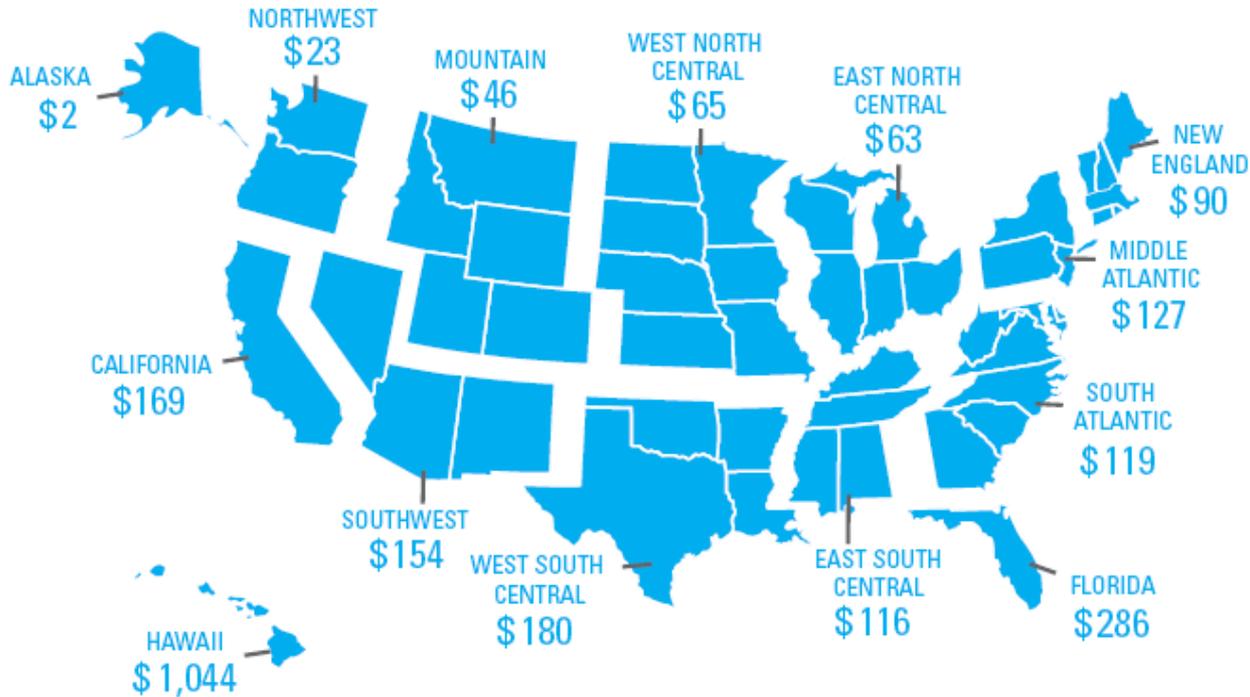


# 2008 ENERGY STAR® Appliance Partner Meeting



## RAC Per-unit Savings by Region

LIFETIME SAVINGS OF ENERGY STAR QUALIFIED ROOM AIR CONDITIONERS<sup>1</sup>





# 2008 ENERGY STAR® Appliance Partner Meeting



## Over 50 Product Categories



Over 2 billion ENERGY STAR product sold to date



## ENERGY STAR Tools and Resources

- Partner Resource Guides
- Consumer Brochures
- On-line Tools at [www.energystar.gov](http://www.energystar.gov)
  - Training Center
  - Rebate Finder
  - Savings Calculators
  - Qualified Product Search
- Quantity Quotes



# 2008 ENERGY STAR® Appliance Partner Meeting



## Energy, Savings, and Non-energy Benefits

### Partner Resource Guides

### Consumer Brochures

**RESIDENTIAL CLOTHES WASHER LIFETIME OPERATING COSTS**

Category	ENERGY STAR® CLOTHES WASHER	REGULAR CLOTHES WASHER
Water Costs	\$290	\$630
Energy Costs	\$470	\$680
<b>Total</b>	<b>\$760</b>	<b>\$1,310</b>

Though it may seem cheaper at first, a regular clothes washer can cost \$50 more to operate over its life compared to an ENERGY STAR® clothes washer.



**FUN FACTS**

ENERGY STAR clothes washers save over 7,000 gallons of water a year. Over the 11-year life of the washer, that's enough to:

- Provide a lifetime of drinking water for six people
- Fill three backyard swimming pools
- Run an ENERGY STAR dishwasher over 15,000 times (or every day for 42 years)
- Take over 3,000 showers
- Water your lawn 770 times
- Wash your car 760 times

ENERGY STAR clothes washers save \$50 per year. Over the 11-year life of the washer, that's enough to:

- Buy a new ENERGY STAR qualified dishwasher
- Buy a new clothes dryer
- Buy 65 bottles of laundry detergent (or enough detergent to do laundry for four years)
- Buy 15 pairs of jeans
- Buy over 225 pairs of socks

**INNOVATION. PERFORMANCE. SAVINGS.**  
ENERGY STAR® Makes It Possible.



**CLOTHES WASHERS**  
2007 PARTNER RESOURCE GUIDE



**Save with an ENERGY STAR Qualified Refrigerator...**

**Save Energy.** Today's ENERGY STAR qualified refrigerators use half as much energy as ones made before 1993.

**Save Money.** Replacing one of these older refrigerators with a new ENERGY STAR model can save nearly \$55 per year on your energy bill.

**Save your Food.** Advanced temperature and humidity controls and special compartments help keep perishable foods cold so they stay fresh longer.

**Save the Environment.** By using energy more efficiently, ENERGY STAR qualified refrigerators help reduce air pollution and greenhouse gas emissions from power plants.

To find out more about how to choose an energy-efficient refrigerator, visit [www.energystar.gov/refrigerators](http://www.energystar.gov/refrigerators).

**How These Refrigerators Save Energy**

- More Precise Temperature Mechanisms** help the refrigerator operate more efficiently, while ensuring food is kept at the optimum temperature.
- Improved Insulation** located in doors and exterior walls helps food stay cold and reduces noise.
- High Efficiency Compressors** use less energy to operate the refrigerant, often are quieter than regular compressors, and create less heat while they are working.

**How Much is that 6-Pack Costing You?**

If you have a second refrigerator in your garage or basement it's probably costing more than you think... as much as \$100 per year! That's a stiff price to pay to keep a few beverages cool.

**Find Out by Using the ENERGY STAR Refrigerator Calculator**

Our new calculator will help you decide whether or not it's time to say goodbye to your old refrigerator. The calculator is located at [www.energystar.gov/refrigerators](http://www.energystar.gov/refrigerators).

If you decide to retire your refrigerator, you'll save enough money to visit [www.energystar.gov](http://www.energystar.gov) and receive:

- If you try...
- Pin...
- Rep...




**Make Laundry Simple**

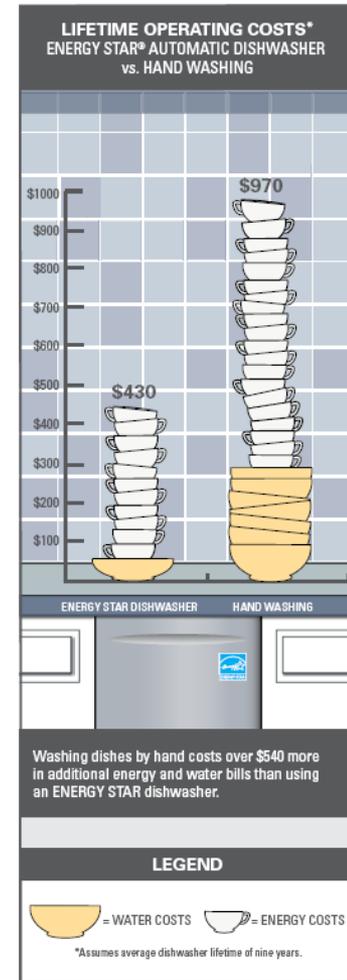
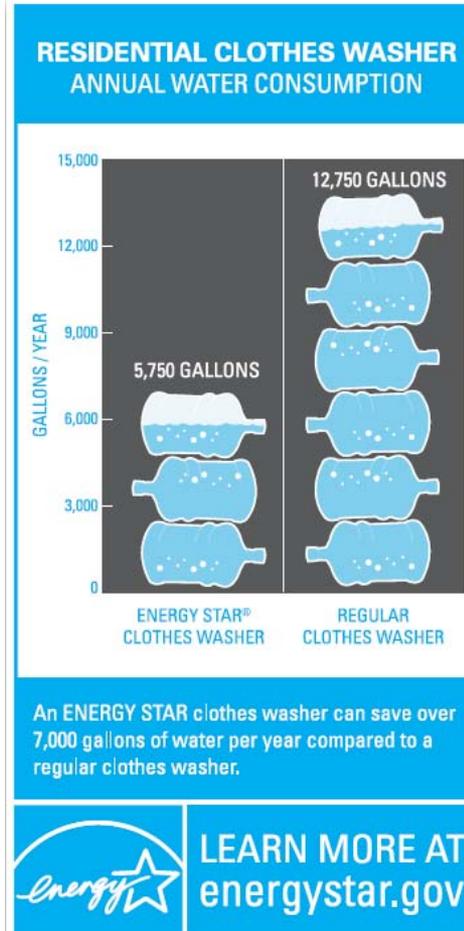
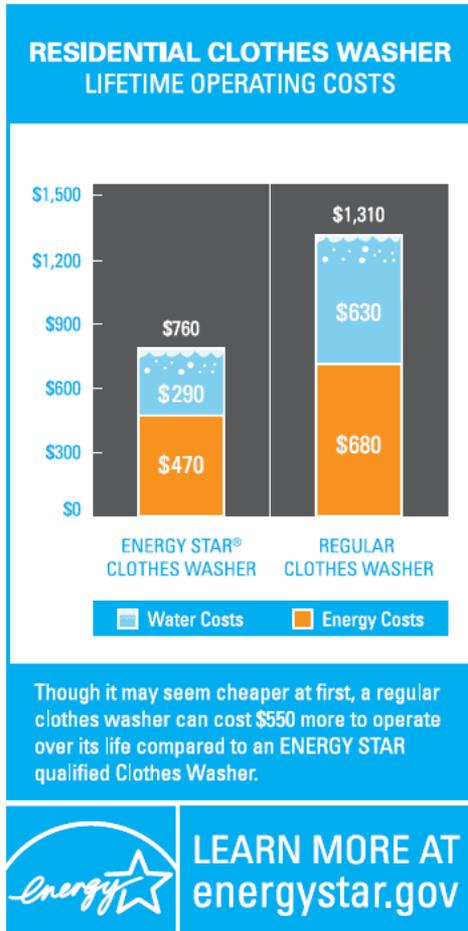
ENERGY STAR logo



# 2008 ENERGY STAR® Appliance Partner Meeting



## Graphs, Banners, and POP





# ENERGY STAR Training Center

Search for “Training Center”

- Info on all product categories including major appliances
- Sales training presentations
- Products at a glance
- Sell sheets



ENERGY STAR  
**TRAINING CENTER**



# 2008 ENERGY STAR® Appliance Partner Meeting



## For Savings Calculators, Look in the Right Navigation Bar

Refrigerators & Freezers : ENERGY STAR - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.energystar.gov/index.cfm?c=refrig\_pr\_refrigerators

my del.icio.us post to del.icio.us del.icio.us/network/j...



**BUY PRODUCTS THAT MAKE A DIFFERENCE**  
U.S. Environmental Protection Agency - U.S. Department of Energy

About ENERGY STAR - News Room - FAQs - **KIDS!** Search

**ENERGY STAR** [Products](#) [Home Improvement](#) [New Homes](#) [Buildings & Plants](#) [Partner Resources](#)

Home > [Products](#) > [Appliances](#) > [Refrigerators & Freezers](#)

## Refrigerators & Freezers

### Residential Refrigerators

[Commercial Solid Door Refrigerators & Freezers](#)

ENERGY STAR qualified refrigerators require about half as much energy as models manufactured before 1993. ENERGY STAR qualified refrigerators provide energy savings without sacrificing the features you want.

### Earning the ENERGY STAR

- ENERGY STAR qualified refrigerator models use high efficiency compressors, improved insulation, and more precise temperature and defrost mechanisms to improve energy efficiency.
- ENERGY STAR qualified refrigerator models use at least 15% less energy than required by [current federal standards](#) [EXIT ↗](#) and 40% less energy than the conventional models sold in 2001.
- Many ENERGY STAR qualified refrigerator models include automatic ice-maker and through-the-door ice dispensers. Qualified models are also available with top, bottom, and side-by-side freezers.
- ENERGY STAR qualified freezer models use at least 10% less energy than required by current federal standards. Qualified freezer models are available in three configurations:
  - upright freezers with automatic defrost
  - upright freezers with manual defrost



**Refrigerator Retirement Savings Calculator**

FIND OUT HOW MUCH YOUR OLD REFRIGERATOR IS COSTING YOU!

**Special Offers**  
[Find a Store](#)

**For Consumers**

- [Product Search](#)
- [Purchasing Tips](#)
- [Manufacturer List](#)
- Product List
  - [HTML](#)
  - [Excel](#)
  - [Text \(CSV\)](#)
- [Definitions of Product List Column Headers](#)
- [Refrigerator FAQs](#)
- [Refrigerator Savings Calculator](#)
- [Freezer Savings Calculator](#)
- [Compact Refrigerator Savings Calculator](#)

**For Business**

- [Purchasing & Procurement](#)



# 2008 ENERGY STAR® Appliance Partner Meeting



## For Rebate Finder, Look for “Special Offers” in Right Navigation Bar

ENERGY STAR - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.energystar.gov/index.cfm?fuseaction=rebate.rebate\_locator

my del.icio.us post to del.icio.us del.icio.us/network{}




**BUY PRODUCTS THAT MAKE A DIFFERENCE**  
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs • **KIDS** Search  Go

**ENERGY STAR** Products Home Improvement New Homes Buildings & Plants Partner Resources

**Products** Home > Products > Find Special Offers

### Special Offers and Rebates from ENERGY STAR Partners

To encourage customers to buy energy efficient products, ENERGY STAR partners occasionally sponsor special offers, such as **sales tax exemptions or credits**, or **rebates** on qualified products. The search below is provided as a service to consumers to find such special offers or rebates where they exist, based on information that partners submit to ENERGY STAR.

In addition, you may be eligible for **federal tax credits** if you make energy-efficient improvements to your home in 2006 or 2007. [Read more about federal tax credits for energy improvements.](#)

Enter your zip code below to find out if there are any special offers or rebates currently available on ENERGY STAR qualified products in your area.

**Special Offer/Rebate Finder**

Your zip code:

Product(s) you're looking for:

<b>Appliances</b>	<b>Fans</b>
<input type="checkbox"/> Clothes Washers	<input type="checkbox"/> Ceiling Fans
<input type="checkbox"/> Dishwashers	<input type="checkbox"/> Residential Ventilation Fans
<input type="checkbox"/> Refrigerators & Freezers	
<input type="checkbox"/> Residential Dehumidifiers	
<input type="checkbox"/> Room Air Conditioners	

**California**  
Special Offers and Rebates  
Click to search at [www.fypower.org](http://www.fypower.org)  
**Flex your POWER** 

MA, RI, CT & VT Residents  
Click here to  
**SAVE BIG**  
on ENERGY STAR® qualified lighting and appliance products at [myenergystar.com](http://myenergystar.com)

**Appliances**

- Appliances
- Heating & Cooling
- Home Electronics
- Lighting
- Commercial Food Service
- Office Equipment
- [Purchasing & Procurement](#)
- [Interested in Partnering?](#)
- [Join ENERGY STAR](#)



# 2008 ENERGY STAR® Appliance Partner Meeting



## How Much Will You Save?

ENERGY STAR - Mozilla Firefox  
http://www.energystar.gov/index.cfm?fuseaction=refrig.calculator&menu=1990-1992&vol=19.0-21.4+Cube

**BUY PRODUCTS THAT MAKE A DIFFERENCE**  
U.S. Environmental Protection Agency · U.S. Department of Energy

About ENERGY STAR · News Room · FAQs · **KIDS** Search  Go

**ENERGY STAR** Products Home Improvement New Homes Buildings & Plants Partner Resources

Home > Products > Appliances > Refrigerators & Freezers

### Refrigerator Retirement Savings Calculator

[START OVER](#)

Your Information	
Model	18 0-21 4 Cube Fast Top Freezer
Electricity Rate	\$0.112
Annual Cost	\$137.55
Annual kWh	1,237 kWh

**Your results...**

You can **save more than \$426** over five years by replacing your old refrigerator or freezer with a new ENERGY STAR qualified model!

Your model costs...	An ENERGY STAR qualified model costs...
 \$138 per year to run	 \$53 per year to run



# 2008 ENERGY STAR® Appliance Partner Meeting



## For Qualified Product Search, Check the Right Navigation Bar

Browser: Clothes Washers : ENERGY STAR - Mozilla Firefox  
 URL: http://www.energystar.gov/index.cfm?c=clotheswash.pr\_clothes\_washers

**ENERGY STAR** BUY PRODUCTS THAT MAKE A DIFFERENCE  
 U.S. Environmental Protection Agency • U.S. Department of Energy

Navigation: About ENERGY STAR • News Room • FAQs • **KIDS** Search [ ] Go

Product Categories: **Products** | Home Improvement | New Homes | Buildings & Plants | Partner Resources

Home > Products > Appliances > Clothes Washers

### Clothes Washers

**Residential Clothes Washers**  
[Commercial Clothes Washers](#)

**Want to save money and protect the environment?** Ask for ENERGY STAR...

An ENERGY STAR qualified clothes washer can save you **\$550 in operating costs** over its lifetime compared to a regular clothes washer. ENERGY STAR qualified washers are also better for the environment because lowering energy and water use means less air pollution from power plants and less water going to waste.



- **Lower your utility bills and protect the environment**  
 Choosing an ENERGY STAR qualified clothes washer over a standard model can lower your utility bills, save energy, and save water. Qualified models perform more efficiently than standard models without sacrificing performance.
- **Save more than money**  
 An ENERGY STAR qualified clothes washer can save you time and help lengthen the life of your clothes.
- **Learn what new technology makes washers energy-efficient**  
 New technological advances have allowed ENERGY STAR clothes washers to use significantly less energy and water.
- **Buy with confidence using these purchasing tips**

**Special Offers**  
[Find a Store](#)

**For Consumers**

- [Residential Clothes Washers Product Search](#)
- Residential Clothes Washers Product List
  - [HTML](#)
  - [Excel](#)
  - [Text \(CSV\)](#)
- [Definitions of Product List Column Headers](#)
- [Clothes Washer FAQs](#)
- [Purchasing Tips](#)
- [Manufacturer List](#)
- [Savings Calculator](#)

**For Business**

- [Purchasing & Procurement](#)
- [Information Resources](#)
- [Get a Quote from Product Suppliers](#)

**For Partners**

- [Key Product Criteria](#)

**Products**

- Appliances
  - Clothes Washers**
  - Dehumidifiers
  - Dishwashers
  - Refrigerators & Freezers
  - Room AC
- Heating & Cooling
- Home Electronics
- Lighting
- Commercial Food Service
- Office Equipment
  - [Purchasing & Procurement](#)
  - [Interested in Partnering?](#)

[Join ENERGY STAR](#)



# 2008 ENERGY STAR® Appliance Partner Meeting



Connects bulk purchasers with  
ENERGY STAR product  
suppliers



- Clothes washers
- Dehumidifiers
- Dishwashers
- Refrigerators
- Room AC

On the Web at [www.energystar.gov/quantityquotes](http://www.energystar.gov/quantityquotes)



## ENERGY STAR Quantity Quotes

### Here's how it works:

1. Purchaser submits a purchase request to suppliers through the Web site
2. Interested suppliers respond to the purchaser through the Web site
3. Purchaser follows up with suppliers and chooses one to negotiate a contract with

**On the Web at [www.energystar.gov/quantityquotes](http://www.energystar.gov/quantityquotes)**



# 2008 ENERGY STAR® Appliance Partner Meeting



## Suppliers Benefits

- **Increase contract sales:**
  - Qualified prospects who buy in bulk will come to you.
- **Access institutional markets.**
  - Respond to bid requests from affordable and multifamily housing providers, colleges and universities, governments, aging services providers, and others.
- **Expand your customer base.**
  - Potential to convert new customers that you meet through Quantity Quotes into repeat customers.

On the Web at [www.energystar.gov/quantityquotes](http://www.energystar.gov/quantityquotes)



LEARN MORE AT  
energystar.gov

# 2008 ENERGY STAR® Appliance Partner Meeting



# Questions?