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ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Promoting ENERGY STAR Qualified Clothes Washers

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 60 categories, including clothes washers, that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR qualified products **save energy, money, and the environment.**

How do clothes washers earn the ENERGY STAR?

Clothes washers that have earned the ENERGY STAR **reduce energy by about 30% and water consumption by over 50%** compared to regular washers. Clothes washer efficiency is measured by Modified Energy Factor (MEF) and Water Factor (WF).

- MEF is the ratio of clothes washer volume (capacity) divided by total energy consumption per load. The **higher the value**, the **more efficient** the clothes washer.
- WF is the ratio of water use divided by clothes washer volume (capacity). The **lower the value**, the **more efficient** the clothes washer.

Starting on January 1, 2011, clothes washers will need to have a MEF of 2.0 or greater and a WF of 6.0 or lower to qualify for ENERGY STAR.

Why sell ENERGY STAR qualified clothes washers?

- ENERGY STAR is a highly recognized and sought-after brand.
- The ENERGY STAR label was **recognized by more than 75% of households** nationwide in 2009. Of the people who knowingly purchased an ENERGY STAR qualified product in 2009,
 - 80% report the label as influential in their purchasing decision, and
 - More than 90% report they are likely to recommend products that have earned the ENERGY STAR to friends.
- A full-sized ENERGY STAR qualified clothes washer uses **10–20 gallons of water per load**, compared to the 30–35 gallons used by a standard machine.
- By using less energy, qualified clothes washers **reduce greenhouse gas emissions** caused by burning fossil fuels at power plants. By reducing water consumption, they **help protect our lakes, streams, and oceans.**
- Many models **incorporate high-efficiency features** such as:
 - Efficiency motors and precise settings that can save energy and water.
 - Higher capacity with front- and top-loading options without central agitators.
 - High-pressure spray rinsing that saves water.
 - High-speed spin options that reduce drying time and energy use.

What in-store promotion ideas are available?

- Print and place **ENERGY STAR hang tags** on all displayed qualified models.
- **Co-brand** a poster or banner with a retailer or manufacturer.
- Distribute **window decals** for display on retailers' windows.
- Use an **in-store or event banner** to draw attention to a display of all your qualified energy-efficient products.
- Offer **sales associate training** on qualified products.

To **LEARN MORE** about **ENERGY STAR** and **Qualified Products**:
Visit www.energystar.gov/training or call **1-888-STAR-YES** (1-888-782-7937)

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