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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 Dishwashers

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 60 categories, including dishwashers, 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 dishwashers earn the ENERGY STAR?

- The ENERGY STAR dishwasher qualification criteria are based on specific energy and water consumption levels. Qualified dishwashers are on average **10% more energy efficient** than non-qualified models.
- Starting **July 1, 2011**, dishwashers will have to be about **15% more energy efficient** and **20% more water efficient** than the federal standard to qualify.

Why sell ENERGY STAR qualified dishwashers?

- 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.
- By reducing energy and water consumption, an ENERGY STAR qualified dishwasher helps lower utility bills, **saving more than \$50 over its lifetime** compared to a standard model.
- A dishwasher built before 1994 wastes more than 10 gallons of water per cycle compared to owning a new model that has earned the ENERGY STAR. Replace one of these old dishwashers with ENERGY STAR and **save enough water each week to wash 3 loads of laundry in a clothes washer** that has earned the ENERGY STAR.
- By using less energy, qualified dishwashers **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 qualified dishwashers feature **technical innovations** that reduce energy and water consumption and improve performance, including:
 - Internal water heaters that reduce water heating costs.
 - High-pressure jets that eliminate the need to pre-rinse dishes.
 - Soil sensors that customize the wash cycle based on each load.
 - More efficient motors and precise controls and settings.

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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