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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 Dehumidifiers

What is ENERGY STAR?

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

The energy efficiency of a dehumidifier is measured by its Energy Factor, which is the liters (L) of water removed per kilowatt hour (kWh) of energy consumed. In general, a **higher Energy Factor, means a more efficient dehumidifier.** ENERGY STAR qualified dehumidifiers must have an Energy Factor ranging from 1.20 to 1.80 (L/kWh) for standard capacity units and more than 2.50 (L/kWh) for higher capacity units.

Why sell ENERGY STAR qualified dehumidifiers?

- 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.
- The average dehumidifier that has earned the ENERGY STAR can **save consumers more than \$220** over the life of the unit.
- Dehumidifiers that have earned the ENERGY STAR **are 15% more efficient than conventional models.**
- With the annual energy saved by a dehumidifier that has earned the ENERGY STAR, **you could power your ENERGY STAR qualified refrigerator for 5 months!**
- ENERGY STAR qualified dehumidifiers have more efficient refrigeration coils, compressors, and fans than conventional models.
- By using less energy, qualified dehumidifiers **reduce greenhouse gas emissions** caused by burning fossil fuels at power plants.
- Partnering with ENERGY STAR can **increase sales and customer loyalty.**

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)