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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 Refrigerators

What is ENERGY STAR?

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

ENERGY STAR qualified refrigerators must be **at least 20 % more energy efficient than the minimum federal standards.** Qualified refrigerators use less energy than regular models through high-performance features like high-efficiency compressors, improved insulation, and more precise temperature and defrost mechanisms.

Why sell ENERGY STAR qualified refrigerators?

- 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 new ENERGY STAR qualified refrigerator **uses less energy than a 60-watt light bulb** run continuously.
- A new qualified refrigerator can **save over \$130 on electricity bills over its lifetime** compared to a new standard model.
- If everyone purchasing a refrigerator in **2010 chose a model that has earned the ENERGY STAR**, together we would:
 - Reduce greenhouse gas emissions equivalent to those from more than 120,000 cars.
 - **Save more than \$100 million a year** on energy bills.
- By using less energy, qualified refrigerators **reduce greenhouse gas emissions** caused by burning fossil fuels at power plants.
- Consumers are looking for ways to reduce their energy bills and help the environment. 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)

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