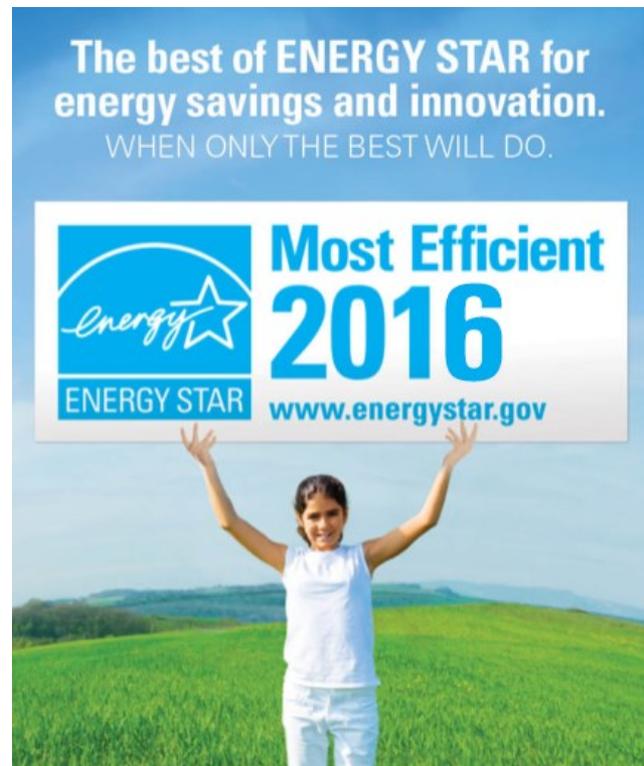




# ENERGY STAR<sup>®</sup> Most Efficient – Refrigerators Appliance Sales Associate Training





## What Is ENERGY STAR Most Efficient?

- A new distinction that recognizes products that deliver **cutting edge energy efficiency** along with the latest in technological innovation
- Recognizes the most efficient products among those that qualify for the ENERGY STAR in a given year
- Is intended to drive more energy-efficient products into the market more quickly
- Represents the “**best of the best**” in energy efficient products



See: [www.energystar.gov/moste efficient](http://www.energystar.gov/moste efficient)



## Why ENERGY STAR Most Efficient Matters To Your Customers

- **Product Differentiation** –
  - Many use innovative and advanced technologies
  - Gives your customers leading edge products to choose from without trade-off in features or functionality
- **Social Value** –
  - Helps your customers be environmentally responsible
  - Saving energy use helps prevent climate change by reducing greenhouse gas emissions
- **ENERGY STAR Integrity** –
  - Products have met stringent performance requirements expected of the ENERGY STAR brand



## Who Is The Target Audience When Leveraging Most Efficient?

Most Efficient Appeals to:

- Existing and new audiences
  - Early adopters
  - Environmentally conscious shoppers

Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- Be loyal ENERGY STAR shoppers
- Associate ENERGY STAR with high quality
- Be more environmentally/socially motivated
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy

## How To Leverage ENERGY STAR Most Efficient In Your Store

- **Save energy and prevent climate change** by reducing greenhouse gas emissions.
- **Increase sales** (and ticket size) with exceptional product selection.
- **Build customer loyalty**
  - Make customers feel good about their purchases
  - Make customers feel great about your stores stocking a top quality product!





## Eligible Appliance Products

- **Clothes Washers**
- **Refrigerators**
- **Dishwashers**



## Refrigerator Eligibility

Models recognized as the Most Efficient of ENERGY STAR 2015 offer on average at least **15% energy savings** compared to the federal standard.

### Eligible products:

- Full-size refrigerator-freezers
  - All ENERGY STAR certified top freezers are recognized as ENERGY STAR Most Efficient.

### Ineligible products:

- Compact models
- Freezers
- All-refrigerators





## Product Listings

- Find ENERGY STAR Most Efficient 2016 product listings, with photos and descriptions, at [www.energystar.gov/mostefficient](http://www.energystar.gov/mostefficient) and on manufacturer provided POP materials
- The ENERGY STAR Most Efficient distinction may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.



## Go Sell!

Be sure to identify which models on the floor have been recognized for 2016:

- See [www.energystar.gov/mostefficient](http://www.energystar.gov/mostefficient)
- See manufacturer and retail signage
- The ENERGY STAR Most Efficient designation may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.

## Don't Forget About The Rebates!

- Rebates are beginning to be directed at ENERGY STAR Most Efficient products
  - The best place to find available rebates is [energystar.gov](http://energystar.gov).

ENERGY STAR Most Efficient 2016  
www.energystar.gov

The best of ENERGY STAR for energy savings and innovation.  
WHEN ONLY THE BEST WILL DO.

For more information on select rebates visit [energystar.gov/Sacramento](http://energystar.gov/Sacramento)

PG&E SMUD

626-041937V  
09/25-10/11/14  
Home Appliances

# \$50 REBATE

on this ENERGY STAR® Most Efficient refrigerator

Submit by mail or online. Offer good through 12/31/15. See store associate or visit [MassSave.com/FridgeRebate](http://MassSave.com/FridgeRebate) for details.

Most Efficient 2016  
www.energystar.gov

mass save

BROUGHT TO YOU BY

EVERSOURCE ENERGY nationalgrid  
HERE WITH YOU. HERE FOR YOU.

Unitil

626-042372V MA.03.15

Example rebate offerings



## Questions?

Visit [www.energystar.gov/moste efficient](http://www.energystar.gov/moste efficient)

E-mail us at [MostEfficient@energystar.gov](mailto:MostEfficient@energystar.gov) or  
[Appliances@energystar.gov](mailto:Appliances@energystar.gov)

