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ENERGY STAR Small Network Equipment Sell Sheet

What is ENERGY STAR?

ENERGY STAR is the symbol for energy efficiency, recognized by 85% of American households. Found on more than 70 types of products, ENERGY STAR makes it easy to save energy and help protect the climate.



What is Small Network Equipment?

Small network equipment (SNE) devices include all the key household connectivity devices – modems, routers, fiber optic network devices, switches, and access points.

Why stock ENERGY STAR SNE?

- **Consumers prefer ENERGY STAR products.**
 - When asked about their next consumer electronics purchase, factors including energy consumption (85%), and the ability to recycle a device (70%) were highly rated on the decision tree, a possible indication that these considerations are weighing more heavily on consumers' minds at retail.¹
 - 64% of adults look for energy efficient electronics. The percentage is higher for those "very concerned" about electricity consumption.²
 - 71% of consumers are likely to recommend ENERGY STAR certified products to a friend.³
- **ENERGY STAR certified products provide the same functionality but use less energy.**
 - ENERGY STAR certified audio visual products are on average 20 percent more energy efficient than conventional models.
- **Consumers want to patronize companies that show environmental leadership**
 - Nearly two-thirds (63%) of businesses say their customers are demanding that they offer them more environmentally considerate solutions, up from about half (49%) in last year's survey⁴.
 - 69% of American consumers routinely or sometimes consider the environment when making a purchasing decision⁵
- **The world's largest purchaser of goods and services buys ENERGY STAR products.**
 - The federal government is required to purchase ENERGY STAR qualified products per the Energy Policy Act of 2005. Many states also have this requirement.
- **Energy efficiency is "simple" SNE feature to understand**
 - People may not understand "dual band", "5Ghz", or "Wireless AC" router features but do understand the ENERGY STAR symbol.

What are Best Marketing Practices?

- Online, make sure products are properly labeled with the ENERGY STAR and that their descriptions and specifications include whether or not they are ENERGY STAR certified.
- In store, make sure products are properly labeled with the ENERGY STAR via product fact tags or signage and properly labeled in circulars as well.
- In store, make sure sales associates understand the meaning of the label and can deliver key messages regarding ENERGY STAR.

¹ Consumer Electronics Association, "Powering Intelligent Electricity Use." 2011

² Ibid

³ EPA Office of Air and Radiation, Climate Protection Partnerships Division. *National Awareness of ENERGY STAR® for 2013: Analysis of 2013 CEE Household Survey*. U.S. EPA, 2014.

⁴ Deloitte Center for Energy Solutions, "Charge your Business Strategy with Corporate Energy Management Insights through the Deloitte reSources 2012 Study." 2012

⁵ Cone Communications, "2012 Cone Green Gap Trend Tracker, Fact Sheet." 2012



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What key message should we convey to consumers?

- U.S. consumers will purchase over 19 million routers in 2014. Those routers will use 1.2 billion kWh each year leading to over 900 thousand tons of carbon dioxide emissions annually, equivalent to the annual emissions of close to 180,000 cars.
- If all routers sold in 2014 in the U.S. were ENERGY STAR certified, the savings would be over 250 million kWh (\$31 million) or enough electricity to power over 20,000 homes annually!
- ENERGY STAR certified SNE use 20 percent less energy than conventional models, while providing the same functionality, through:
 - Efficient power supplies
 - More sophisticated low-power modes.

What should I request from my vendors?

- To supply you with ENERGY STAR certified SNE
 - Have them qualify all models that can meet ENERGY STAR requirements or find equivalent ENERGY STAR products to replace models currently not certified.
- To ensure products and product packaging are clearly labeled with the ENERGY STAR mark.
- To include in their marketing support:
 - Specification sheets that include whether or not the product is ENERGY STAR certified.
 - Product images that include the ENERGY STAR logo.
 - Copy that references ENERGY STAR for qualifying product descriptions for use on your web site.

How do vendors qualify products for the ENERGY STAR?

- Product energy consumption is tested in an EPA-recognized laboratory.
- Test results are then certified by a third-party, EPA-recognized certification body. Products that meet the ENERGY STAR specification levels are forwarded to EPA for inclusion on the ENERGY STAR qualified product list for that product category.
- A subset of ENERGY STAR products are subject to “off-the-shelf” verification testing each year.

What happens when ENERGY STAR requirements change?

The EPA ENERGY STAR SNE specification became effective in September 2013. EPA revises specifications to ensure that the ENERGY STAR is associated with products that are the best performers in terms of energy use. As soon as a new specification is finalized, manufacturers are encouraged to begin certifying product models to it. A nine month period is provided before all products have to meet the new specification, to allow manufacturers and retailers time to phase out the label on models that will no longer qualify. In order to avoid consumer confusion, always be sure to promote ENERGY STAR rather than a particular ENERGY STAR version.

Who do I contact for more information or if I have questions?

For information about the ENERGY STAR SNE program, contact Una Song at song.una@epa.gov