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ENERGY STAR TV 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.

Why stock ENERGY STAR TVs?

1. **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

2. **ENERGY STAR certified products provide the same functionality but use less energy.**

- Televisions that meet the ENERGY STAR requirements are on average more than 25 percent more energy efficient than conventional models.
- ENERGY STAR certified TVs include the latest in features and functionality, such as Internet-connectivity (Smart TV) and OLED backlighting.
- ENERGY STAR certified TVs meet international standards limiting hazardous material content and are designed to be easily recycled.

3. **ENERGY STAR products provide "selling up" opportunities**

- Utilities and energy efficiency program administrators provide rebates and marketing support to assist retailers upsell ENERGY STAR qualified equipment, including televisions.
- A variety of larger screen televisions that consumers demand meet the ENERGY STAR specification. Your customers don't have to sacrifice screen size to save energy and help protect the climate.

4. **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

What are Best Marketing Practices?

- Make sure products are properly labeled or designated as ENERGY STAR online and that their descriptions and specifications include whether or not they are ENERGY STAR certified.
- Make sure products are properly labeled with the ENERGY STAR in store via product fact tags or signage and properly labeled in circulars as well.
- Emphasize variety. Consumers looking at a broad range of product characteristics such as screen size, connectivity, backlight technology can find an ENERGY STAR option and these products generally don't cost more.
- Savings can add up. Did you know that there are twenty-four (24) consumer electronics products per home on average? If consumers upgrade their electronics products to ENERGY STAR, they can save over \$200 on their utility bills over the products lifetime.

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?

In demand features and technologies, such as Internet-connectivity (Smart TV) and OLED backlighting can be found on ENERGY STAR certified TVs, but are 25% more efficient than standard models.

What should I request from my vendors?

To supply you with ENERGY STAR certified TVs

- 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.

What is ENERGY STAR Most Efficient?

- The goal of the ENERGY STAR Most Efficient program is to highlight the year's most exceptional products, those that represent the leading edge among ENERGY STAR models. ENERGY STAR Most Efficient recognition is available for **TVs** among several other product categories. More information can be found at www.energystar.gov/mostefficient
- Stocking televisions that are recognized as ENERGY STAR Most Efficient demonstrates your responsiveness, in particular, to the customer segment that considers themselves to be early adopters and/or environmentally conscious and is a way to differentiate yourself from your competition.



How do vendors qualify products for the ENERGY STAR?

1. Product energy consumption is tested in an EPA-recognized laboratory.
2. 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.
3. A subset of ENERGY STAR products are subject to "off-the-shelf" verification testing each year.

How often do ENERGY STAR TV requirements change?

Because TV technology evolves so rapidly, ENERGY STAR TV specifications are updated about every two years.

- Version 6.0 was finalized in September 2012 and went into effect June 1, 2013.
- EPA is currently working on Version 7.0.

What happens when ENERGY STAR requirements change?

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 it, 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.

Why use the ENERGY STAR label with the Energy Guide Label?

TVs manufactured after May 10, 2011 must display the Federal Trade Commission's (FTC) EnergyGuide label. The EnergyGuide label does not tell consumers if their television is energy-efficient – it only tells them how much energy it is using in comparison to similar sized models. The ENERGY STAR logo used in conjunction with the EnergyGuide label is an effective quick way to inform consumers both that their television is the most energy-efficient in its class and how much it will cost them annually to operate it.

Who do I contact for more information or if I have questions about the ENERGY STAR Audio Visual Program?

For information about the ENERGY STAR consumer electronics program, contact Una Song at audiovideo@energystar.gov