



## Opportunities for ENERGY STAR® Retailers and Manufacturers

Move merchandise this year with the ENERGY STAR Make a Clean Change: Recycle Your Old Washer Campaign.<sup>1</sup> As a participating partner, you can help your customers save money and energy by replacing old clothes washers with new ENERGY STAR qualified models.

This summer the Department of Energy will encourage the replacement and recycling of old washers. The goals of this campaign are:

- drive replacement sales of ENERGY STAR qualified clothes washers;
- help consumers lower their energy and water bills;
- permanently remove inefficient appliances from the electric grid; and
- reduce our impact on the environment.

Aging Appliances Spell Sales Opportunities:

**There are a lot of inefficient clothes washers out there.** An estimated 84.1 million households have a top-loading washer; 24 million of these are ten years old or older.<sup>2</sup>

**Old units waste money.** Combined, these inefficient clothes washers use \$9 billion per year in energy and water costs.<sup>3</sup>

**Today's ENERGY STAR models are much more efficient.** Clothes washers manufactured before 1999 use more than 4 times the energy of today's ENERGY STAR models. Starting July 1, 2009, new ENERGY STAR clothes washer criteria will make new models at least 43 percent more energy efficient than the federal standard, as well as highly water efficient.

What Can You Do?

- **Train your sales staff about the benefits of ENERGY STAR qualified clothes washers** so they can explain these benefits to your customers:
  - **Use the [2009 savings numbers and facts](#)** when promoting ENERGY STAR qualified clothes washers.
  - **Deploy ENERGY STAR sales tools:**
    - A **[new pocket slide rule tool](#)**, available in late March, calculates the basic savings for ENERGY STAR refrigerators and clothes washers.
    - **[Two online calculators](#)** are available on the campaign site at [www.energystar.gov/recycle](http://www.energystar.gov/recycle).
  - **Check to see if state governments in your sales area will be offering ENERGY STAR appliance rebates or recycling programs**, using recently passed economic stimulus funds.
- **Properly recycle your customers' older clothes washers** when you deliver new ENERGY STAR models to their homes.
- **Use the campaign images, Web buttons and in-store materials** in your marketing efforts to drive sales. Consider creating your own unique materials to grab customers' attention in a creative and fun way and leverage DOE's national campaign. Items can be downloaded at [www.energystar.gov/recycle](http://www.energystar.gov/recycle).



Make a  
**CLEAN CHANGE.**  
Recycle Your Old Washer.



- **Get on the list.** Notify your ENERGY STAR account manager about any existing or new clothes washer retirement or recycling incentives, contests, or promotions you're offering, so they can be listed on the ENERGY STAR deals finder and campaign Web sites.
- **If you do not offer a clothes washer recycling program, inform customers of other local recycling options,** such as municipal bulk-trash pick-up services.
- **Partner with local leaders to organize a clothes washer change-out event** to help spread the word and educate the public about the importance of saving money and energy with ENERGY STAR and you.

### Join us to *Make a Clean Change!*

We're here to help! If you need assistance or want to discuss ideas, contact your ENERGY STAR account manager or the campaign staff at [appliancecampaign@energystar.gov](mailto:appliancecampaign@energystar.gov) today. We want to share your great work, so tell us about your plans. We'll promote your activities through the ENERGY STAR Web site and other vehicles.

[www.energystar.gov/recycle](http://www.energystar.gov/recycle) (live early March 2009).

E-mail [appliancecampaign@energystar.gov](mailto:appliancecampaign@energystar.gov) or contact your ENERGY STAR account manager.

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<sup>1</sup> Formerly the ENERGY STAR Recycle My Old Fridge Campaign, at [www.RecycleMyOldFridge.com](http://www.RecycleMyOldFridge.com).

<sup>2</sup> Source: Residential Energy Consumption Survey, 2005.

<sup>3</sup> Source: D&R International, 2009.