



Opportunities for ENERGY STAR® Retailers and Manufacturers

Move merchandise this year with the ENERGY STAR Make a Cool Change: Recycle Your Old Fridge (or Freezer) Campaign.¹ As a participating partner, you can help your customers save money and energy by replacing old appliances with new ENERGY STAR qualified models.

Strengthened messaging this spring encourages replacement and recycling of old freezers, and a complementary effort this summer focuses on inefficient clothes washers. The goals of these U.S. Department of Energy (DOE)-led efforts are to:

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

Aging Appliances Spell Sales Opportunities:

There are still a lot of old refrigerators out there. U.S. households have 44.5 million fridges over 10 years old, 12.7 million of which are secondary units², often in basements and garages. Of this total, 6.1 million primary and 4.1 million second refrigerators are at least 20 years old.

Over 40 percent of all freezers are old ones! Older freezers are common; 16.9 million homes have freezers that are over 10 years old, representing 44 percent of all freezers. Combined, the inefficient freezers and the refrigerators noted above use \$4.9 billion per year in energy costs.³

Old units waste money. Units over 10 years old cost almost twice as much to operate as today's ENERGY STAR models. And fridges made before 1993 (17 years old or older) use more than twice the energy of a new ENERGY STAR qualified model, and cost \$110 per year in electricity⁴. You can help your customers save on their energy bills by replacing and properly recycling their older refrigerators and freezers.

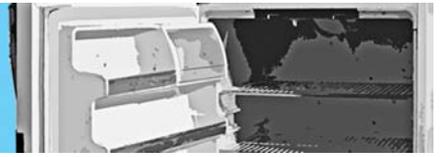
ENERGY STAR qualified models help consumers save energy and money. The federal standard for refrigerators changed significantly in 1993, and then again in 2001. New ENERGY STAR qualified refrigerators must be at least 20 percent more energy efficient than the federal standard. This means that refrigerators made before 1993 use more than twice the energy of new ENERGY STAR models. New ENERGY STAR qualified freezers must be at least 10 percent more efficient than the federal standard. Freezers made before 1993 use nearly twice the energy of new ENERGY STAR models.

What Can You Do?

- **Train your sales staff about the benefits of ENERGY STAR** qualified refrigerators and freezers so they can explain these benefits to your customers:
 - Use the [2009 savings numbers and facts](#) when promoting ENERGY STAR qualified fridges and freezers.
 - **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](#) on the campaign site at www.energystar.gov/recycle.



Make a
COOL CHANGE.
Recycle Your Old Fridge.



- **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.
- **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.
- **Get on the list.** Notify your ENERGY STAR account manager about any existing or new refrigerator or freezer 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 refrigerator or freezer recycling program, inform customers of other local recycling options**, such as municipal bulk-trash pick-up services.
- **Partner with local leaders to organize a fridge 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 Cool 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 today. We want to share your great work, so tell us about your plans so we can promote your activities through the ENERGY STAR Web site and other vehicles.

www.energystar.gov/recycle (live early March 2009).

E-mail appliancecampaign@energystar.gov or contact your ENERGY STAR account manager.

¹ Formerly the ENERGY STAR Recycle My Old Fridge Campaign, at www.RecycleMyOldFridge.com.

² Source: Residential Energy Consumption Survey, 2005.

³ Source: Residential Energy Consumption Survey, 2005.

⁴ Source: D&R International, 2009.