

ENERGY STAR®

Certified Room Air Conditioners Marketing Toolkit





ENERGY STAR Certified Room Air Conditioner (AC)

Marketing Toolkit

Welcome to the ENERGY STAR Room AC partner toolkit. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.





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When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:

Use **20 percent** less energy, and cost less than **\$60 per year** to run, on average.

That feature smart functionality offer greater control over comfort and energy savings—turn off the unit remotely, schedule temperature settings, and receive updates on energy usage.

Come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.

Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than **\$1 billion annually**, preventing greenhouse gas emissions equivalent to over **1.2 million vehicles**.

Size Your A.C. for Comfort and Savings

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

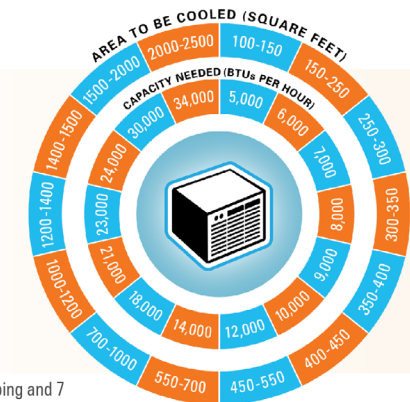
- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room is a kitchen, increase capacity by 4000 BTUs.

Proper A.C. Installation and Use is the Key to Cool

An improperly installed room air conditioner leaks as much air as a 6-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- During warmer months, set the thermostat 4 degrees higher when sleeping and 7 degrees higher when nobody is home to save energy.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.



Learn more about the Cool Choice for Room A.C. at energystar.gov/roomac.



ENERGY STAR Value

- Including the ENERGY STAR certification mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
 - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
 - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through-rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
 - If no product featured; use the Ask About or Learn More marks, [available here](#).





Room AC Messaging

Why Choose ENERGY STAR?

- For households without central air conditioning, choose an ENERGY STAR certified room air conditioner to save money on your energy bills.
- Room air conditioner models that have earned the ENERGY STAR save energy and offer improved sealing and insulation around the unit. They use 20% less energy than standard models and cost, on average, less than \$60 a year to run.
- ENERGY STAR certified room air conditioners with connected functionality offer additional convenience, comfort, and energy savings, including the ability to:
 - turn off the unit remotely using your phone or computer;
 - schedule changes to temperature settings based on your needs;
 - receive feedback on the energy use of the product.
- ENERGY STAR room air conditioners come with higher quality insulation materials and clear installation instructions, improving comfort and savings by allowing a better seal of the area between the unit and the window opening.
- ENERGY STAR certified room air conditioners with connected functionality are also 'smart-grid ready', potentially allowing you to take advantage of special energy bill savings programs some local utilities are starting to offer.



Room AC Messaging

Buying Guidance for Room Air Conditioners

- You can save even more by choosing a model that uses innovative variable speed technology. Room air conditioners with efficient variable speed compressors are able to vary the speed of the internal compressor motor in order to continuously control the temperature. As a result, the capability for efficient variable output allows a room air conditioner to more quietly regulate the temperature and save a significant amount of energy during operation
- Properly size your room ac for comfort and savings. An oversized unit will cool the room but only remove some of the humidity, leaving the room with a damp, clammy feeling. [Learn how to choose the right size for your room AC.](#)
- Some ENERGY STAR certified room air conditioners use a new EPA-approved refrigerant called R32, which has a much lower impact on the climate – two-thirds lower than the refrigerants used in other room air conditioners.

More tips:

- **Look for Utility Rebates:** Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified products. Visit the [ENERGY STAR Rebate Finder](#) for more information.
- **Search the Product Finder:** Find and compare ENERGY STAR certified room air conditioners so you can find the right product for your needs. Visit the [ENERGY STAR Product Finder](#) for more information.




Room AC Fact Sheet


- Use the Room AC Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified room air conditioners.
- The fact sheet is ready to download and print as-is or customize to incorporate your own logo with the ENERGY STAR mark.

[Link to Room AC Fact Sheet](#)









ENERGY STAR® Certified Room Air Conditioners



When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:

-  Use **20 percent** less energy, and cost less than **\$60 per year** to run, on average.
-  That feature smart functionality offer greater control over comfort and energy savings—turn off the unit remotely, schedule temperature settings, and receive updates on energy usage.
-  Come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.
-  Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than **\$1 billion annually**, preventing greenhouse gas emissions equivalent to over **1.2 million vehicles**.

Size Your A.C. for Comfort and Savings

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room is a kitchen, increase capacity by 4000 BTUs.

Proper A.C. Installation and Use is the Key to Cool

An improperly installed room air conditioner leaks as much air as a 6-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- During warmer months, set the thermostat 4 degrees higher when sleeping and 7 degrees higher when nobody is home to save energy.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.

| Area to be Cooled (Square Feet) | Capacity Needed (BTU per Hour) |
|---------------------------------|--------------------------------|
| 100-150 | 5,000 |
| 150-250 | 6,000 |
| 250-300 | 7,000 |
| 300-350 | 8,000 |
| 350-400 | 9,000 |
| 400-450 | 10,000 |
| 450-550 | 12,000 |
| 550-700 | 14,000 |
| 700-1000 | 18,000 |
| 1000-1200 | 21,000 |
| 1200-1400 | 23,000 |
| 1400-1500 | 24,000 |
| 1500-2000 | 30,000 |
| 2000-2500 | 34,000 |

Learn more about the Cool Choice for Room A.C. at energystar.gov/roomac.

Room AC Social Media

- Social media materials include messaging and imagery that you can use as-is or customize as needed.
- **Sample social media posts** are included on the following slides.
- When drafting your post, be sure to tag ENERGY STAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
 - X (Twitter): @ENERGYSTAR



[Link to Download Social Media Graphics](#)



Room AC Social Media Posts

Sample Social Media

Room AC: Stay cool with ENERGY STAR certified room air conditioners! Room ACs that earn the ENERGY STAR use about 20% less energy and, on average, cost about \$60 per year to run.

<https://www.energystar.gov/productfinder/product/certified-room-air-conditioners/results>

Room AC: ENERGY STAR certified room ACs can help you keep your home cool and comfortable, all while saving energy. Check out our buying guidance, designed to help you pick the best room AC for your home.

https://www.energystar.gov/products/room_air_conditioners

Room AC: To increase the ease and comfort of using an ENERGY STAR certified room AC, some models come with connected functionality, which allows you to control the unit remotely from your phone or computer and schedule temperature changes based on your individual needs. https://www.energystar.gov/products/room_air_conditioners



Room AC Social Media Posts

Sample Social Media

Room AC: Room A/Cs that earn ENERGY STAR Most Efficient recognition use innovative variable speed technology that saves even more and quietly regulates the temperature, providing the energy savings you're looking for in a state-of-the-art room AC. <https://www.energystar.gov/productfinder/product/certified-room-air-conditioners/results>

Room AC: When choosing a room AC, remember that bigger is not better. An oversized system removes less humidity, leaving the room feeling damp. Learn #HowTo choose the right-sized ENERGY STAR certified room A/C for maximum energy savings and comfort. #AskENERGYSTAR <http://www.energystar.gov/products/ask-the-experts/how-to-choose-the-right-sized-window-ac>

Room AC: Looking to add a room AC to your home? ENERGY STAR can guide you through the process, from helping you find the right size to telling which features to look for as you shop. #AskENERGYSTAR <https://www.youtube.com/watch?reload=9&v=pOWtTmHHImY&feature=youtu.be>



Social Media Graphics

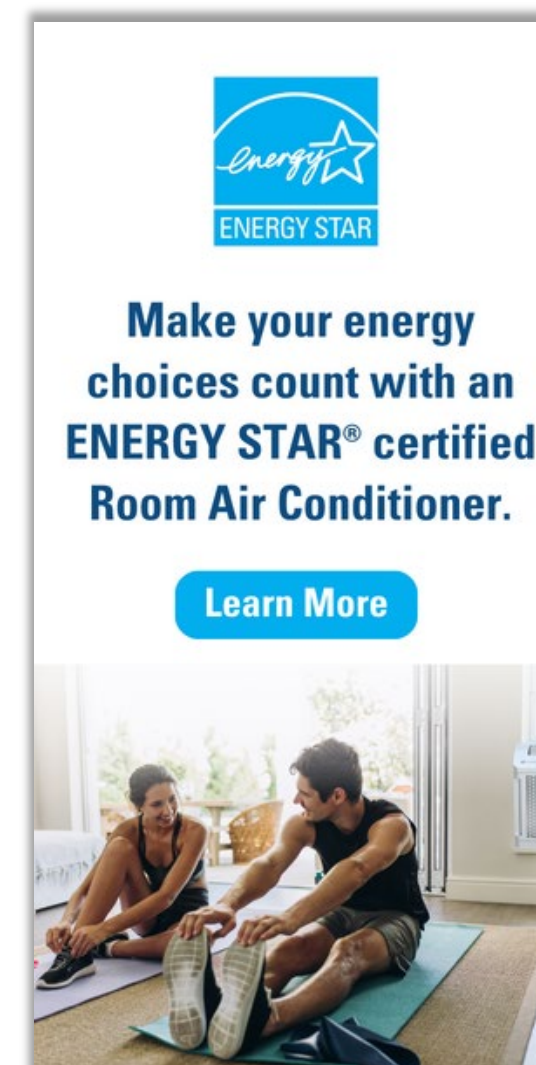
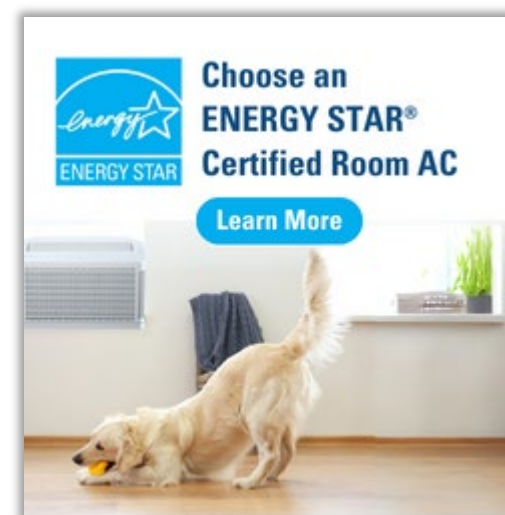
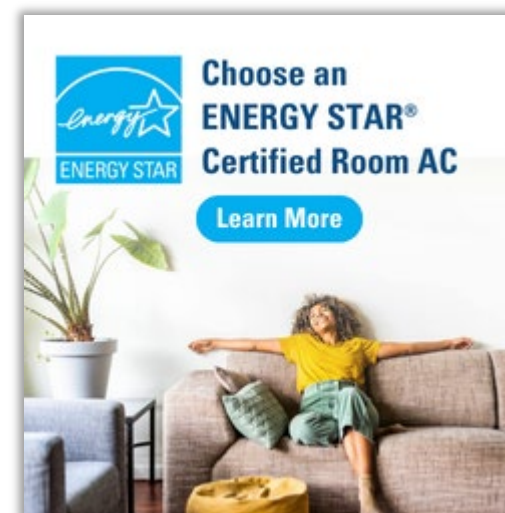
All graphics are available free to [download here](#).



Room AC Digital Graphics

- Feature one of the digital graphics on your ENERGY STAR, energy efficiency, or marketplace web pages or in e-newsletters and other communications.
- You can pair the graphics with key messaging found throughout this toolkit.
- **Web banners** are available in two sizes: 625x100 and 1032x234
- **Web buttons** are available in two sizes: 250x250 and 300 x 600
 - See all options on the next slides!

[Link to Web Graphics](#)





Web Banners

Available in sizes 600x100 and 1032x234. [Link to Download Graphics.](#)



Choose an ENERGY STAR® Certified Room Air Conditioner.



Choose an ENERGY STAR® Certified Room Air Conditioner.



Choose an ENERGY STAR® Certified Room Air Conditioner.



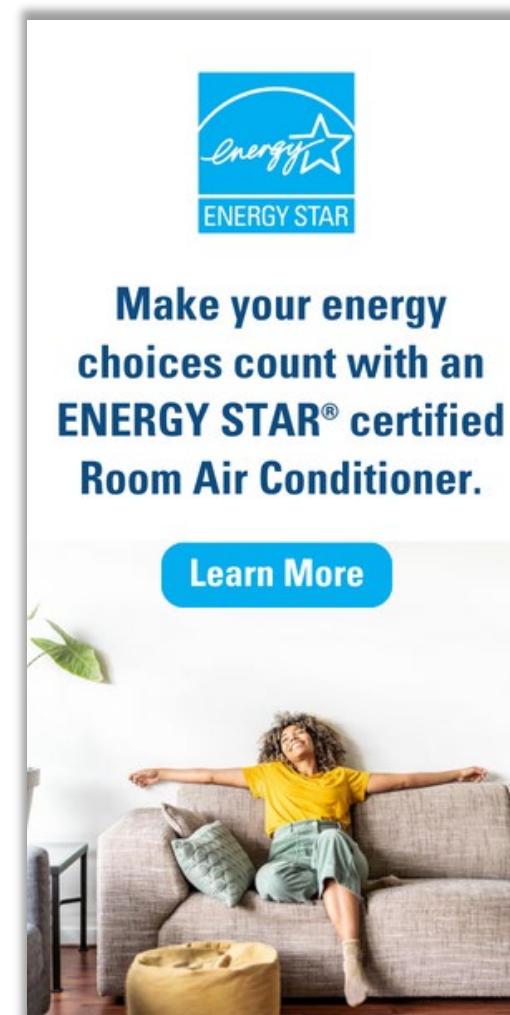
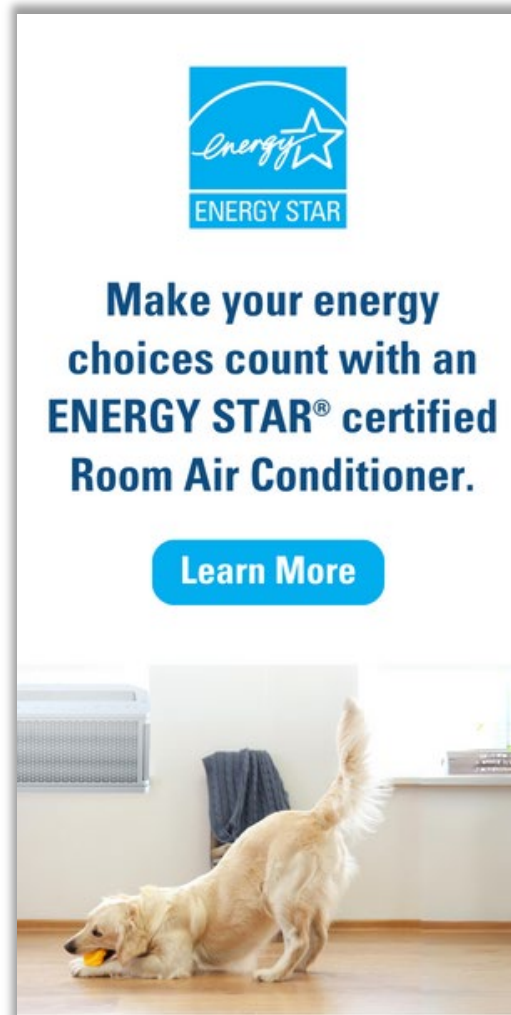
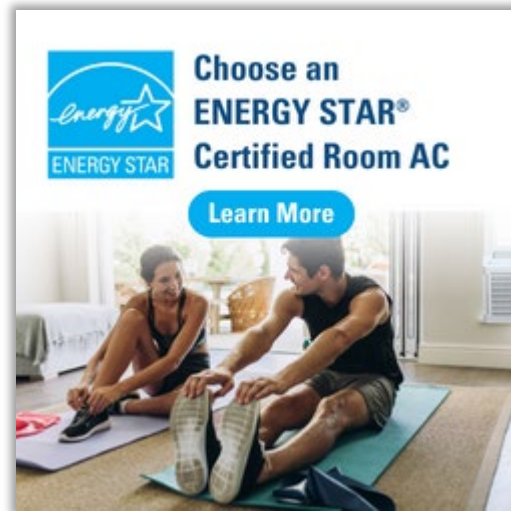
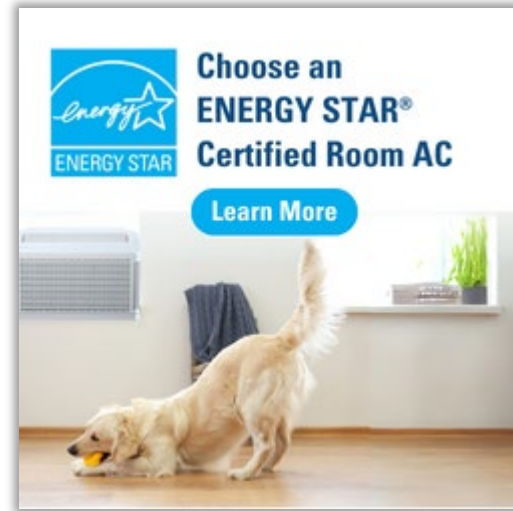
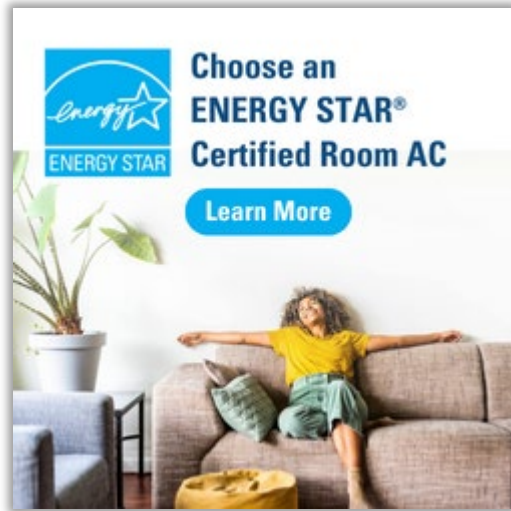
Choose an ENERGY STAR® Certified Room Air Conditioner.





Web Buttons

Available in sizes 250x250 and 300 x 600. [Link to Download Graphics.](#)





Suggested Links for Digital Graphics

Use these links when adding these ENERGY STAR web banners and buttons to your website.

- [About ENERGY STAR Certified Room Air Conditioners](#)
- [ENERGY STAR Product Finder – Room Air Conditioners](#)
- [ENERGY STAR Most Efficient Room Air Conditioners](#)



Ask the Expert: How to Choose the Right Sized Window AC

- Learn how to buy the right room or window air conditioner for your home. Learn how to calculate the proper BTU and what features to look for when shopping; choosing the right air conditioner unit will help keep your home cool, save money, and energy.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How to Choose the Right Sized Window AC](#)



[Link to Download Ask the Expert identifier](#)

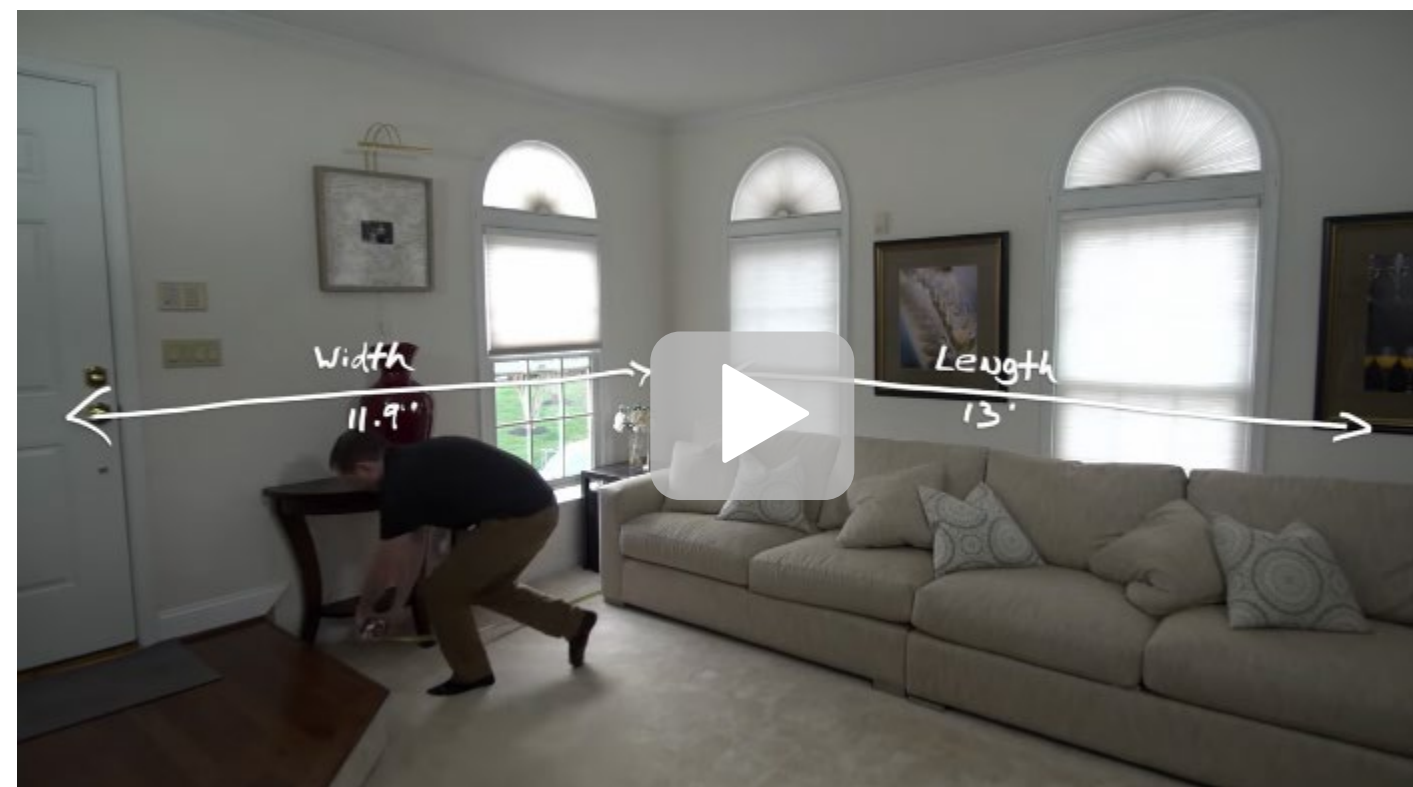


The screenshot shows the top of the article page. At the top left is the ENERGY STAR logo. To its right is the 'Ask the EXPERTS' logo. Below these are four navigation icons: 'How-To', 'Q & A', 'Did You Know?', and 'Innovation & Tech'. The main content area features a large photo of a smiling couple in bed. Below the photo are social media share icons for Twitter, Facebook, and LinkedIn. The article title 'How To Choose the Right Sized Window AC' is displayed, followed by a short introductory paragraph. A bulleted list of features (Size, Features, Energy Savings) is visible. Below that is a section titled 'SIZE: How to properly size your room AC' with a detailed paragraph and a numbered list of steps for determining room size and cooling capacity. The bottom of the screenshot shows the beginning of a 'FEATURES' section.

Ask the Expert: How to Buy a Room or Window Air Conditioner

- Learn how to buy the right room or window air conditioner for your home. Learn how to calculate the proper BTU and what features to look for when shopping; choosing the right air conditioner unit will help keep your home cool, save money and energy.
- Share the video on social media or embed it on your website!

[Link to How to Buy a Room Air Conditioner Video](#)





Questions & Additional Information

If you have questions, please reach out to your ENERGY STAR account manager.

- Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.
- If you are a retail or manufacturer partner, If you are a retail or manufacturer partner, please reach out to Leslie Jones, Media and Content Manager, at jones.Leslie.a@epa.gov