

# ENERGY STAR® Certified Dishwashers Marketing Toolkit







# ENERGY STAR Certified Dishwashers

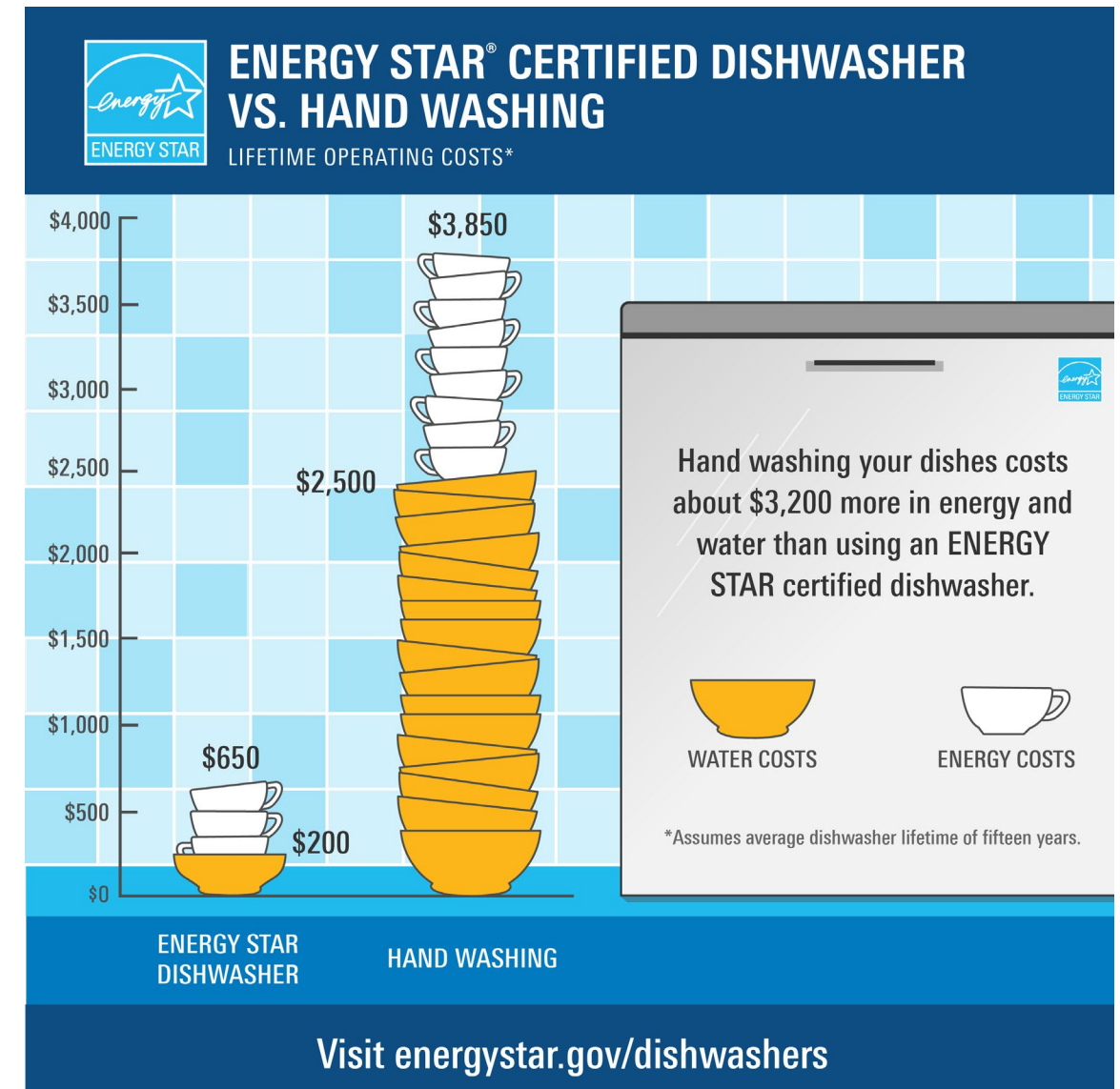
## Marketing Toolkit

Welcome to the ENERGY STAR Dishwashers 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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## 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](#).

**YOUR  
AD**

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## Dishwasher Messaging

### Why Choose ENERGY STAR?

- Standard-size dishwashers that have earned the ENERGY STAR are approximately 20% more energy efficient and 30% more water efficient than standard models.
- An ENERGY STAR certified standard-sized dishwasher costs about \$50 per year to run and can save you about 5,800 gallons of water over its lifetime.
- Compact dishwashers that have earned the ENERGY STAR are approximately 30% more energy efficient and 40% more water efficient than conventional models.
- An ENERGY STAR certified compact dishwasher costs about \$20 per year to run and can save you about 4,850 gallons of water over its lifetime.
- Dishwasher technology has improved dramatically over the last decade and new ENERGY STAR certified models include several innovations like soil sensors, improved water filtration, more efficient jets, and dish rack designs that reduce energy and water consumption and improve performance.
- ENERGY STAR certified dishwashers are the right choice for the environment—they use 30% less water saving about 400 gallons of water each year.





## Dishwasher Messaging

- Scrape, don't rinse! ENERGY STAR certified dishwashers and today's detergents are designed to do the cleaning so you don't have to. If your dirty dishes sit overnight, use your dishwasher's rinse feature. It uses a fraction of the water needed to hand rinse.
- Washing dishes in a new ENERGY STAR certified machine rather than hand washing can cut your utility bills by \$210 per year.
- A new ENERGY STAR certified dishwasher uses less than half as much energy as washing dishes by hand and saves 8,400 gallons of water a year.
- Using an ENERGY STAR certified dishwasher can save you about \$3,200 over its lifetime compared to handwashing your dishes. Dishwashers use significantly less water and energy, which is good for your wallet and good for the environment!

### Buying Guidance

- Make sure to select the best dishwasher size for your needs.
  - Standard-capacity dishwasher models hold more than eight place settings and six serving pieces, and compact models generally hold less than eight to six serving pieces.
  - Due to their smaller capacity, compact models may use more energy than standard models over time.



## Dishwasher Messaging

- Choose a dishwasher that has several different wash cycle options.
  - A dishwasher with an auto-sensing cycle, means the dishwasher has a soil-sensor and is able to detect if the water coming off the dishes is dirty or clean, which can save water and help ensure the dishes come out clean.
  - If selecting a dishwasher without a soil-sensor, look for models that have multiple cycle options so you can choose the cycle that best fits your load.
  - If your dishes are only slightly soiled, you can use a light cycle that uses less water. Other options might include an energy-saving wash cycle or the ability to turn off heated dry.
- Look for dishwashers that have earned ENERGY STAR Most Efficient recognition, as they deliver cutting edge energy efficiency along with the latest in technological innovation. You can find recognized dishwashers, [here](#).

### Additional Tips

- Many utility companies offer incentives toward the purchase of an ENERGY STAR certified dishwasher. Check out [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder) for details.





## Dishwasher 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](#)





## Dishwasher Social Media

### Sample Social Media

**Dishwasher Savings:** There always seems to be more dishes, but at least you can save money when washing them! Dishwashers that have earned the ENERGY STAR use 30% less water and 20% less energy than standard models, which is good for you and the environment. Save even more with a rebate from your local utility.

<https://www.energystar.gov/productfinder/product/certified-residential-dishwashers/results>

**Water Savings:** ENERGY STAR certified dishwashers are the right choice for the environment—they use 30% less water saving about 400 gallons of water each year. But remember, dishwashers use about the same amount of energy and water regardless of the number of dishes inside, so run full loads whenever possible.

<https://www.energystar.gov/products/dishwashers>

**Energy Savings:** Did you know that you could save MORE energy and money by using a dishwasher over hand washing? If you are looking for a new dishwasher, models that earn the ENERGY STAR use less than half as much energy as washing dishes by hand and must meet cleaning criteria to ensure they deliver energy savings without sacrificing performance. <https://www.energystar.gov/products/dishwashers>

**General Messaging:** What makes ENERGY STAR certified dishwashers so efficient? Models that earn the ENERGY STAR incorporate advanced features such as soil sensors, improved water filtration, more efficient jets, and dish rack designs that work together to save you energy and money. <https://www.energystar.gov/products/dishwashers>



## Dishwasher Social Media

### Sample Social Media

**Seasonal Messaging:** Having guests over for the holiday? An ENERGY STAR certified dishwasher can help you save time, water, and energy, no matter the size of the feast! Save even more with a rebate from your local utility.

<https://www.energystar.gov/productfinder/product/certified-residential-dishwashers/results>

**ENERGY STAR Most Efficient:** Consider ENERGY STAR Most Efficient when you're in the market for a new dishwasher. Products recognized for 2024 deliver cutting edge energy efficiency along with the latest in technological innovation.

[https://www.energystar.gov/most-efficient/me-certified-dishwashers/results?is most efficient filter=Most+Efficient](https://www.energystar.gov/most-efficient/me-certified-dishwashers/results?is%20most%20efficient%20filter=Most+Efficient)

**Handwashing Tip:** Did you know that using your dishwasher saves you time AND money compared to handwashing? Washing dishes in a new ENERGY STAR certified dishwasher can cut your utility bills by about \$210 per year and will save you about 230 hours of personal time each year compared to handwashing!

<https://www.energystar.gov/products/dishwashers>

**Handwashing Tip:** Using an ENERGY STAR certified dishwasher can save you about \$3,200 over its lifetime compared to handwashing your dishes. Dishwashers use significantly less water and energy, which is good for your wallet and good for the environment! <https://www.energystar.gov/products/dishwashers>

**Best Practice:** #Tip: Scrape--don't rinse! When loading your dishes, save water by scraping extra food off the plate instead of pre-rinsing. ENERGY STAR certified dishwashers and today's detergents are designed to clean your dishes without a pre-rinse. <https://www.energystar.gov/products/dishwashers>





## Social Media Graphics

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







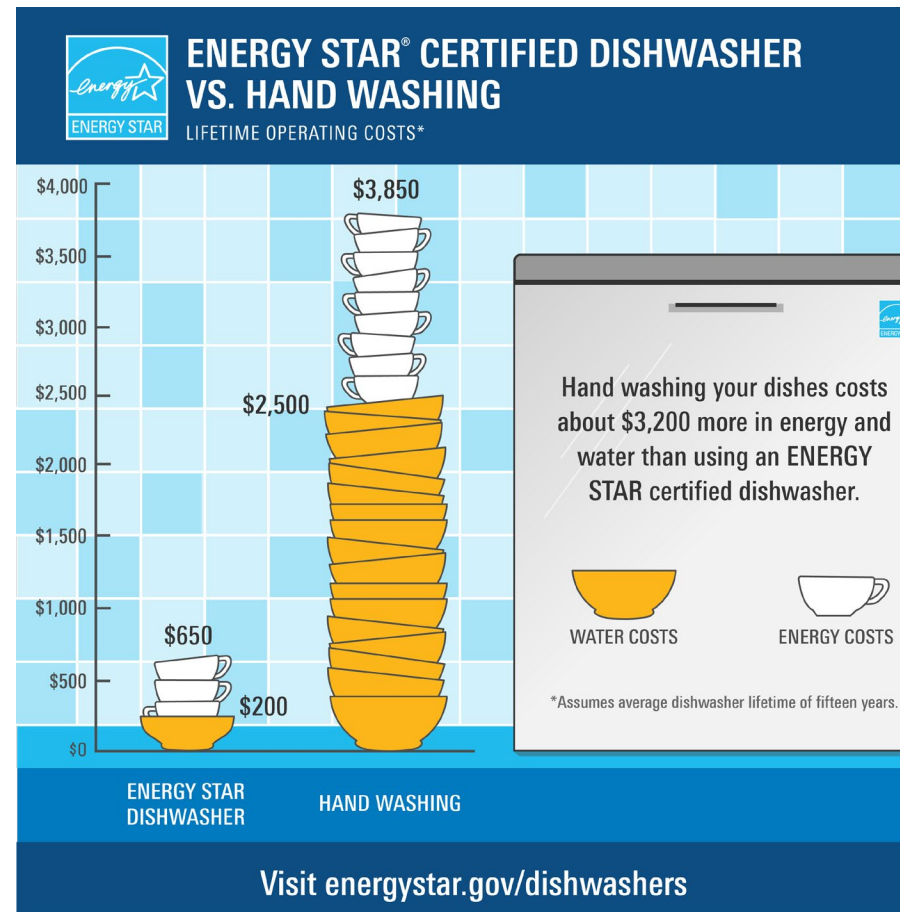
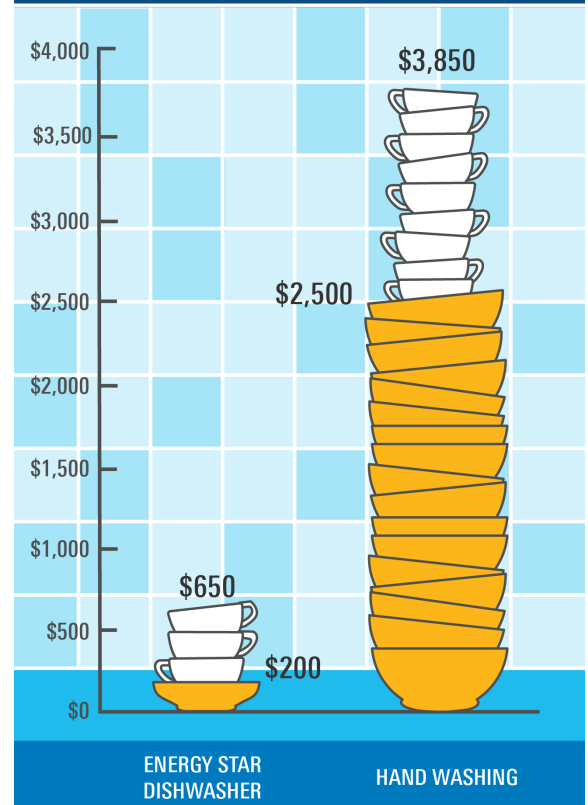
# Dishwasher vs. Hand Washing Infographic

- Educate your customers about the dramatic savings when they use an ENERGY STAR certified dishwasher instead of hand washing their dishes.
- The graphic is available in two sizes for use on a website (1950x5935) or social media (1080x1080).

[Link to Dishwasher Infographic](#)



**ENERGY STAR®  
CERTIFIED DISHWASHER  
VS. HAND WASHING**  
LIFETIME OPERATING COSTS\*



Visit [energystar.gov/dishwashers](http://energystar.gov/dishwashers)

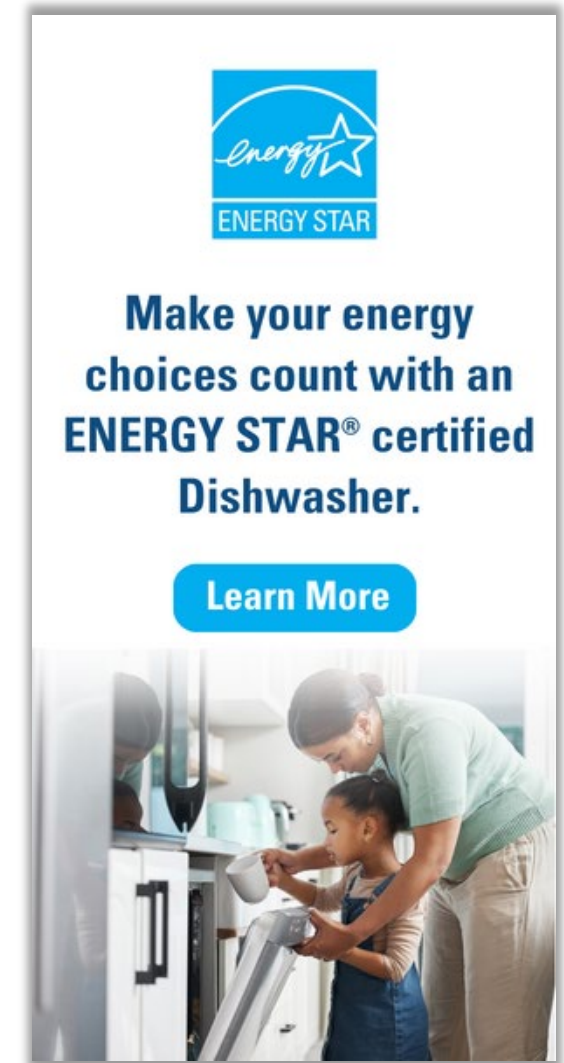




## Dishwashers Digital Graphics

- 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 Digital Graphics](#)





## Web Banners

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



 Choose an ENERGY STAR® Certified Dishwasher.



 Choose an ENERGY STAR® Certified Dishwasher.



 Choose an ENERGY STAR® Certified Dishwasher.



 Choose an ENERGY STAR® Certified Dishwasher.





# Web Buttons

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

**Choose an ENERGY STAR® Certified Dishwasher**  
[Learn More](#)

**Choose an ENERGY STAR® Certified Dishwasher**  
[Learn More](#)

**Make your energy choices count with an ENERGY STAR® certified Dishwasher.**  
[Learn More](#)

**Make your energy choices count with an ENERGY STAR® certified Dishwasher.**  
[Learn More](#)

**Make your energy choices count with an ENERGY STAR® certified Dishwasher.**  
[Learn More](#)

**Choose an ENERGY STAR® Certified Dishwasher**  
[Learn More](#)





## Suggested Links for Digital Graphics

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

- [About ENERGY STAR Certified Dishwashers](#)
- [ENERGY STAR Product Finder – Dishwashers](#)
- [ENERGY STAR Most Efficient– Dishwashers](#)





## Contact Us

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. If you have any questions or comments regarding the campaign, feel free to reach out to us at [jones.Leslie.a@epa.gov](mailto:jones.Leslie.a@epa.gov)