Clothes Washers: Defining Key Aspects of ENERGY STAR® Customer Satisfaction

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Roadmapping Webinar
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Appliance Roadmapping Goals

• Build on more than 20 years of partnership to foster the future success of the ENERGY STAR program for appliances

• *Look ahead creatively to the next five years, with the goal of maintaining an ENERGY STAR appliance program that delivers on consumer expectations for performance and efficiency*

• Establish pathways to further engagement between EPA ENERGY STAR, appliance manufacturers, retailers and energy efficiency program sponsors on an ongoing basis

• Charting progress and identifying consumer value of connected functionality
Appliance Roadmapping: Where are we now?

Late 2015
• Kick-off session at ENERGY STAR Products Partner Meeting
• Launch of roadmapping web site
• Release of draft outline of upcoming appliance spec revisions

Winter/Spring 2016
• Webinars scheduled for Jan-April on topics inc. customer satisfaction with ENERGY STAR appliances.
• We are open to exploring other topics of mutual interest to EPA, utilities, manufacturers, and retailers.
• We are open to forming working groups to continue to conversation on any of the webinar topics where there is more in-depth interest.

Summer 2016
• We expect to culminate the appliance roadmapping effort with an in-person meeting in summer 2016.

Fall 2016
• We will report highlights and shared accomplishments at the Oct 2016 ENERGY STAR Products Partner Meeting.
Agenda for Today’s Webinar

- ENERGY STAR and clothes washer performance
- Discussion of key clothes washer performance factors
  - Abroad
  - In the U.S. market
- Discussion of clothes washer technology and features
- Next steps for clothes washer roadmapping
ENERGY STAR Clothes Washer Criteria

• Our goal: Use ENERGY STAR to promote energy efficient appliances that do not compromise on performance.
  – ENERGY STAR criteria provide consistent definitions and approaches to achieve energy savings.
  – ENERGY STAR is a trusted resource that can help consumers find these advanced products and identify the benefits they offer.

• Reminder: ENERGY STAR labels both residential and commercial models.
  – Commercial washers include those found in multifamily housing common areas or laundromats.
Clothes Washer Performance Considerations

- Energy use
- Water use
- Capacity
- Gentleness
- Cleaning ability
- Rinsing ability
- Spinning ability/Moisture removal
- Cycle time
- Noise
- Spinning ability/Moisture removal

Energy STAR. The simple choice for energy efficiency.
Key Performance Factors in Other Countries

• All European washing machines are required to have an A rating in washing performance with the European Union Energy Label (> 3kg). Label includes:
  – Noise emission
  – Spin-drying efficiency
  – Capacity
  – Annual water consumption

• Australia Water Efficiency Labelling and Standards (WELS) program includes requirements for:
  – Soil removal
  – Water extraction
  – Severity of wash
  – Rinse performance

http://www.newenergylabel.com/index.php/download_file/19/
Discussion – Key Performance Factors in the U.S.

What factors are most important to U.S. consumers?

• Cleaning
• Rinsing
• Noise
• Energy Efficiency
• Water Efficiency
• Cycle time
• Gentleness
Highlights of Clothes Washer Technology and Features

- Sensors: absorption, load composition, size
- Accelerometers
- Improved motors
- Improved temperature control
- Gray water rinse
- Highest spin speeds
- Water flow meters
- Fuzzy logic
- Recirculation pumps
- More precise chemical dispensing
- Tachometer
- More mechanical action
- More robust suspension system
- Larger capacities
- Connected features for laundry pair
- Added cycle options for fast washing, wool handling, etc.
- Added wash compartments for delicates

How might these technologies and features impact efficiency? Cost? Performance?

Are there other market trends we should be aware of?
Discussion – Clothes Washer
Closing Comments
Next Steps in the Clothes Washer Roadmapping Process

- Further engagement between EPA ENERGY STAR, appliance manufactures, retailers and energy efficiency program sponsors:
  - Working group on clothes washer performance?
  - Additional webinars?
  - In person meetings?
- How can ENERGY STAR help promote performance testing in clothes washers?
Other Upcoming Roadmapping Webinars

- **Collaborating on Consumer Messaging: Educating on Efficient Product Use and Replacement/Recycling**
  March 9, 2016 from 1:00-3:00pm Eastern

- **Dishwashers: Defining Key Aspects of ENERGY STAR Customer Satisfaction**
  March 23, 2016 from 1:00-3:00pm Eastern

- **Connected Appliances: Continued**
  April 7th, 2016 from 1:00-3:00 pm Eastern
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Thank you for participating!

Check for updates on the Appliance Roadmapping web site