Over 100 years of performance trusted by more than 100 million Americans

Edward Brann
Kenmore Connected Product Manager
Sears Holdings Corporation
HEY, ALEXA,
CAN I BUY A KENMORE APPLIANCE ON AMAZON?

The brand you’ve trusted from Sears for over 100 years is now also available on Amazon.
It’s easier than ever to come home to Kenmore.


shop at Sears  shop at Amazon*

*in limited areas

Available now thru Amazon in LA and Chicagoland
More regions will be added thru 2018
“Alexa, turn on air conditioner”
“Alexa, set air conditioner to 74 degrees”
dishwasher
refrigeration
laundry
You reached the maximum limit set at water heater

120°F

Smart Water Softener

Kenmore SMART

Energy Star
How are consumers learning about energy saving features?

**In-store:**
Sears associates are trained with specific product knowledge including ENERGY STAR.

**Web:**
Online product pages highlight the advantages of ENERGY STAR products. Anyone can have air conditioning for $70 a year.*
Our Kenmore Smart App History educates about Energy Consumption

• Energy consumption is measured by the appliance and displayed by the app
• For many appliances, frequency of usage impacts the magnitude of energy consumption
  – Smaller families typically do less laundry
• Time saving features like glass doors on fridge or a dryer’s wrinkle guard setting could reduce total consumption if adopted by the user
Kenmore Smart Refrigerators are ready to enable Demand Response

- Kenmore is looking for partners for an energy consumption pilot
- Meets ENERGY STAR Residential Refrigerator v5.0 spec
- When Delayed Defrost is triggered during an active Demand Response event, the defrost cycle can be delayed up to 4 hours
Future looking: New features in Connected Appliances could disrupt ENERGY STAR standards

- ENERGY STAR targets lower energy consumption for appliances
- However, the introduction of new features are disrupting the High to Mid range appliance market
  - Always on voice control
  - Entertainment
  - Cameras
  - Cellular
  - AI/Automation
- Consumers desire for new features in appliances could be opposition to our desire to improve energy efficiency
- ENERGY STAR should investigate how to handle this changing marketplace
Learn more about ENERGY STAR certified Kenmore Appliances and HVAC systems at Sears Holdings Booth in Expo Hall &

Please join us Thursday for the Sears Holdings Green Leadership Summit from 8am to 1 in the Chicago 7 Ballroom to learn more about Sears Holdings, Kenmore, and our new initiatives. See Paul Campbell for invitations.
Finally, a Big “Thank You!” to the DoE, EPA/ENERGY STAR, ICF, and Navigant for visiting Kenmore to walk thru new Demand Response test methodology.