ENERGY STAR® Appliances, Consumer Electronics, & Water Heaters
Welcome & Update

Sarah Duffy, The Cadmus Group LLC
Stacy Glatting, U.S. EPA

ENERGY STAR Products Partner Meeting
October 25, 2016
Chicago, IL
Upcoming Appliance & CE Sessions

Today
• 9:00 – 10:00 Keeping Up with Emerging Technology: Next Level Advances in Appliances and Electronics
• 10:15 – 11:15 New Promotional Opportunities with Converging ESRPP and Marketing
• 1:15 – 1:45 A Detailed Look at Sound Bar Sales
• 1:45 – 2:15 ENERGY STAR Tools

We Hope to See You!
ENERGY STAR Appliances
• ENERGY STAR partners continue to drive strong sales across the appliance market.

• New **LAUNDRY MADE BETTER** promotion showed why ENERGY STAR washers and dryers are better for your clothes, you and your family, and the planet!

• Continued success in 2017
  – Flip Your Fridge for **REFRIGERATORS** and **FREEZERS**
  – Make the cool choice with ENERGY STAR **ROOM AIR CONDITIONERS**
Energy Efficiency Program Sponsor Appliance Promotions

50% of states had appliance program budgets larger than $1 million, and 6 states devoted more than $10 million to their appliance programs.
New in 2017 Laundry Made Better!

• EPA launched Laundry Made Better national promotion, raising awareness of the benefits of ENERGY STAR certified washers and dryers
• More than 25 partners participated serving 21 million households
• EPA highlights include:
  – 4 million impressions from advertising and native content on popular parenting sites Motherly and Fatherly
Laundry Made Better – LG

LG partnered with both Motherly and Fatherly to help promote ENERGY STAR certified laundry by offering readers a chance to win their own ENERGY STAR laundry pair!
Laundry Made Better - Nationwide

Nationwide Marketing Group kept their members up to date with ENERGY STAR messaging and materials.

Make laundry better with ENERGY STAR - better for your clothes, better for you and your family, better for the environment.

- Better for you - ENERGY STAR certified clothes washers and dryers save energy, which means that you will save on energy bills. Many are also equipped with advanced features that make cleaning and drying easier and more effective.
- Better for the environment - Saving energy means that ENERGY STAR certified washers and dryers help protect the climate, which means that your kids and the planet will benefit for years to come.
- Better for your clothes - ENERGY STAR clothes washers use a variety of sophisticated cleaning methods that are gentler on your clothes, while ENERGY STAR clothes dryers use less heat and sensor drying which reduces wear and tear on clothes from over drying.

ENERGY STAR Laundry

- Clothes washers and dryers that have earned the ENERGY STAR deliver superior efficiency and performance by incorporating advanced features.
- ENERGY STAR certified clothes washers and dryers are 25% and 20% more efficient, respectively, than standard models.
- Save $490 over the lifetime of an ENERGY STAR certified clothes washer and even more with an ENERGY STAR washer/dryer pair.

ENERGY STAR certified clothes washers incorporate the following advanced features:

- Multiple configurations - ENERGY STAR certified clothes washers are available in either front-load or redesigned top-load configurations which include technology innovations that help save energy and water.
- Sophisticated wash systems - ENERGY STAR certified top-load machines clean your clothing just like standard models without wasting water to fill up the tub. Instead, these machines use sophisticated wash systems to cycle clothes through a mixture of water and detergent, allowing the clothes to move freely in the tumbling action.
- No central agitator - Front-load machines tumble clothes through a small amount of water. Instead...
Laundry Made Better - Sears

Sears circular promoting ENERGY STAR certified laundry.
Laundry Made Better – Social Media

Retail, manufacturer, utility partners helped spread the word through social media.
2017 Flip Your Fridge – Building on Success

- Third year of the national promotion, helping increase the sale of ENERGY STAR refrigerators and freezers
- More than 29 partners participated serving 18 million households – thank you!
- EPA highlights include:
  - 1.6 million impressions from advertising on Google and syndicated NAPS article
  - New! BobVila.com native content
2017 Flip Your Fridge – BobVila.com Flip Your Fridge Give-away

Kenmore sponsored Bob Vila’s Flip Your Fridge Give-Away offering readers a chance to win a new ENERGY STAR certified Kenmore Elite refrigerator.
Hawai’i Energy, SMUD, and AEP Ohio get the word out to their customers on through their website and across social media.
Flip Your Fridge – Beko & Blomberg

Helping their customers find the right fridge with the Flip Your Fridge ruler, distributed through Beko and Blomberg dealers in NY, NJ, CT, PA, and CA
ENERGY STAR partners across the country highlight Flip Your Fridge through their online and social media channels.
2017 Flip Your Fridge – Digital Media

Focus on Energy @focusonenergy · Apr 30
#FlipYourFridge for a new @ENERGYSTAR model: We’ll give you $35 when you recycle your old unit. Learn more at focusonenergy.com/fridge.

Is your fridge old enough to drive?
Replace it with an ENERGY STAR-certified model that uses half as much energy.
#FlipYourFridge

NJ Clean Energy
May 12 ·
Save even more with a NJ Clean Energy rebate toward the purchase of a new ENERGY STAR refrigerator or the cost of recycling your old one. We'll even come on a Saturday to pick it up! #NJCEP #FlipYourFridge
http://bit.ly/1RWHiUI

If you don’t believe that your fridge is costing you money, check out ENERGY STAR’s fridge calculator to get an estimate on how much it costs you to run your old inefficient fridge:
https://www.energystar.gov/index.cfm...
The Cool Choice for Room AC

- Second year of EPA’s national promotion to promote ENERGY STAR certified room air conditioners
- More than 22 participating EEPS serving nearly 14 million households
- EPA highlights
  - Targeted outreach to Spanish and low-income audiences
  - 3.6 million combined impressions from NAPS and video ads
The Cool Choice for Room AC – Social Media

@MassSave
Mass Save

@ENERGystar room air conditioners can save you #energy AND keep you cool this summer ow.ly/lqAX30bDuga

@PasadenaWaterPower
Pasadena Water & Power

Buy an Energy Star AC this summer and get a rebate up to $45/unit for a room AC and up to $150/ton for a central AC: PWPweb.com/HomeEnergyReba...
The Cool Choice for Room AC – Kenmore

Kenmore brings attention to the “ENERGY STAR Advantage” of their Kenmore smart air conditioners on amazon.com
The Cool Choice for Room AC – Best Buy

Best Buy highlights benefits of ENERGY STAR, plus connected functionality and shares in social media.

Sustainable Tech: Saving Money And Staying Cool With Air Conditioners

It’s summer, and it’s scorching hot outside. After a long day at work, many of us just want to kick back at home, feeling the chill from our air conditioners.

But how do you make that happen?

You could go the traditional route and blast your air conditioner all day, wasting money, energy and cool air on an empty home. OR, you could opt for an energy efficient air conditioner that helps you save money and live more sustainably (and you won’t be sacrificing quality). Here are a few things to consider when shopping for sustainable air conditioners.

- **It's all about timing**
  - Find AC units that have an integrated timer feature. Just punch in the time of day you come home from work and your house will be prepped and ready for you to relax in the cool.

- **Reach for the stars**
  - ENERGY STAR® that is. These energy-efficient models can save you major bucks on your utility bill. In 2018, Best Buy® sold enough ENERGY STAR® certified air conditioners to collectively save customers more than $1.3 million in annual energy costs.

- **Get connected**
  - Connected air conditioners can be turned on and off from anywhere through an app on your smartphone. No more waiting around at home to turn it on or off, because you can do it remotely from wherever you are.
More ENERGY STAR Partner Appliance Promotions

Mass Save
September 13

Does your basement look like this? A dehumidifier can take that sticky feeling out of your damp basement. See how you can save with a new appliance and keep your basement dry this Fall.

ENERGY STAR Certified Dehumidifiers
ENERGY STAR certified dehumidifiers use 23% less energy than non-certified models while protecting your home from excess humidity.

Mass Save
August 8 at 3:42pm

Why choose an ENERGY STAR certified room air cleaner? For starters, you can save up to $250 in electricity costs over the course of the appliance’s lifetime. Learn more here: http://bit.ly/2s135YE

Storage and Efficiency – You Can Have Both

LIEBHERR
Quality, Design and Innovation
# Appliances Specification Development “At-A-Glance”

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<tr>
<th>Product</th>
<th>Current Version</th>
<th>2018 Planned Actions</th>
<th>Connected Functionality</th>
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ENERGY STAR
Consumer Electronics
CES 2017

- Met with partners:
  - LG
  - Panasonic
  - Philips
  - Samsung
- Learned about emerging CE technology and the latest trends.
New Resource: Consumer Guide

U.S. Environmental Protection Agency

CONSUMER MESSAGING GUIDE FOR ENERGY STAR® CERTIFIED CONSUMER ELECTRONICS

LEARN MORE AT energystar.gov

December 2016
New Page on Digital Media Players ENERGYSTAR.gov

DIGITAL MEDIA PLAYER

OVERVIEW  |  BUYING GUIDANCE

Instead of using pay-TV cable or satellite services, many people use a digital media player (DMP), also known as an "over-the-top" (OTT) device, to stream content to their TV sets from the many online streaming services (e.g., Netflix, Hulu, Amazon Prime). DMPs provide an inexpensive, easy to use, quickly installed method to view content on your television. Twenty million households in the United States had a DMP in 2015, a 63 percent increase from 2014.

An ENERGY STAR certified digital media player (DMP) is 44 percent more efficient. DMPs are the most efficient device to stream content to your TV:

- A traditional cable/satellite box uses about four times as much energy as a DMP.
- A computer uses 11 times more energy than a DMP.

A game console uses 15 times more energy than a DMP.

Stream Smart with ENERGY STAR

TV watching is no longer done only on TV sets as more and more people use computers and tablets to view streamed TV content. But regardless of how you get your streamed TV content, ENERGY STAR certified products that enable streaming – modems, routers, set top boxes, digital media players, tablets, laptops, computers, TVs, and smart TVs – use 25 percent less energy on average.

Streaming Tips:

- Use a tablet. When streaming content on the small screen, use a tablet if available. A laptop uses four times the energy of a tablet and a desktop computer uses 15 times the energy of a tablet.
- Smart TVs are a smart choice. When streaming content on the big screen, a smart TV, a TV with internal components to stream content, uses the least amount of energy compared to other streaming devices and is the "smart" choice for energy efficiency.
- Use game consoles for gaming. If you can, use your game console for gaming only and leave the streaming to other devices. A game console uses 15 times more energy than a digital media player (e.g., Roku, Apple TV) and four times more energy than traditional cable/satellite STR.

PRODUCT FINDER

Looking for a specific ENERGY STAR certified product model?

START HERE

REBATE FINDER

ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

DID YOU KNOW?

If all digital media players sold in the United States were ENERGY STAR certified, the cost savings would grow to more than $200 million each year and three billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from over 280 thousand vehicles.
2017 Streaming Campaign

- More consumers are accessing entertainment content by streaming
  - ENERGY STAR has the products they use to stream:
    - Certified Smart TVs
    - Certified slates and tablets
    - Certified digital media players
  - Resources on how to make streaming more energy-efficient
Coming Up…Participate in ENERGY STAR’s Holiday Messaging!

- Join ENERGY STAR’s holiday promotion, “The Best Gifts Do Great Things” this season:
  - Offer special deals on your ENERGY STAR certified products that we can feature
  - Incorporate ENERGY STAR promotional materials and messaging into your marketing
  - Show off your best gifts by engaging with customers on social media
ENERGY STAR
Water Heaters
The Water Heater Market

• Heating water is second highest residential energy use next to heating and cooling your home!
• Market still remains the Big 3 – A. O. Smith, Rheem, and Bradford White
• 96 percent are storage tank types; only 4 percent are tankless types.
• Fuel used to heat water nationwide:
  – 53 percent natural gas
  – 39 percent electric
  – 4 percent propane gas
  – 4 percent other (fuel oil, wood, solar)

83 percent of water heaters are purchased in emergency situations due to water heater failure!
Why Emergency Replacements Lead to Bad Decisions

• Water heater failures can lead to:
  – Flooded basements
  – Cold showers
• These conditions lead to a customer:
  – Interested in the quickest and cheapest water heater installation possible;
  – Uninterested in time-consuming consideration of energy efficient water heater and all of its details (e.g., different technology, savings, higher first costs, paybacks).

“Planned replacement” of water heaters is the single most important message a retailer can have in the promotion of efficient water heaters!
How to Promote Planned Replacement

- **Did you know?** An astounding 37 percent of water heaters in the U.S. are 10 years old and on the verge of failure!
- Don’t be caught off guard and be forced to deal with:
  - Not having hot water for days;
  - The emotional (e.g., ruined old photo albums) and financial burdens of a flooded basement.
- Replace your water heater early with energy efficient ENERGY STAR water heaters that save energy and money and qualifies for generous utility rebates.

Tie “planned replacement” to the energy savings and long term financial benefits of ENERGY STAR water heaters.
ENERGY STAR National Water Heater Promotion

• Outreach effort to encourage consumers to think about replacing their old water heater before it fails. Consumers can achieve big savings by switching to ENERGY STAR and there are big rebates available, which might not be around forever.
  – Increase awareness of the value of ENERGY STAR water heaters
  – Encourage planned replacement of old water heaters
  – Increase overall demand and sales of ENERGY STAR certified water heaters

• Call to Action: Replace your old water heater with a certified model
• Will include paid search and earned media
Thank you to our Featured Brands and Retailers

- Sears, Lowes and Home Depot use POP to promote ENERGY STAR certified water heaters

- A.O. Smith and Rheem helped with technical content for various outreach material, such as the HPWH Consumer Guide and the HPWH Contractor database
New Tool: Water Heater Contractor Finder

Find and Compare Products

1. Select a product category of interest to you.
2. Get details on specific qualifying models.
3. Make informed purchasing decisions.

ENERGY STAR Certified Water Heaters

Efficiency and performance for ENERGY STAR certified water heaters are evaluated using different methods. The results of testing from these methods are not directly comparable. Solar water heater products have requirements for Solar Energy Factor (SEF), not Uniform Energy Factor (UEF).

(68) heat pump water heater installers in your area: 98101

Filter Your Results

Pump
- Electric (15)
- Natural Gas (55)
- Propane (96)
- No fuel

Type
- Gas Storage (71)
- Gas Tankless (14)
- Heat Pump (184)
- High Efficiency Storage (14)
- Heat with Electric Backup (203)
- Heat with Gas Backup (7)
- Geothermal

State/Water
- A.O. Smith (42)
- A.O. Smith (16)
- American (81)
- American Standard (17)
- American Standard (3)
- Baxi (2)
- Heil (1)
- Rinnai (4)
- Show more

 Rebates in your zip code: 98101

Heat Pump Water Heaters

$36

Address: PO Box 14372
Seattle, WA 98114
Phone: (206) 508-7872
Visit website

7 Hills Plumbing

Address: PO Box 14746
Mill Creek, WA 98012
Phone: (425) 754-0240
Visit website

AP Plumbing LLC

Address: 1420 Payson Ave NE
Bainbridge Island, WA
Phone: (206) 842-7857
Visit website

The installers listed below met the testing process of utility-sponsored energy-efficient heat pump water heater programs in their area or that of the product brand owners they are affiliated with. The ENERGY STAR Program is not responsible for the quality of services provided and encourages consumers to ensure their installer is properly certified and licensed.

These links will take you to websites external to the energystar.gov domain.
New Tool: Sales Associate Training

- Complementary gas and electric factsheets also available.

**ENERGY STAR Certified Electric Heat Pump Water Heaters**

- Use less than half the energy of a standard electric storage water heater.
- Can save a four-person household $330 per year in energy bills and $3500 over its lifetime.
- Use a highly efficient heat pump – essentially a refrigerator run in reverse – to transfer heat from the surrounding air to the water.
- Switches to conventional electric resistance element heating if surrounding air too cold or demand high.
- Made by all the major manufacturers.

The ENERGY STAR heat pump water heater is one of the largest residential savings opportunity available.

**ENERGY STAR Certified Gas Tankless Water Heaters**

- Provide endless supply of on-demand hot water via higher output burners with no storage tank.
- Eliminate energy wasted maintaining tank water temperature.
- Employ a more efficient secondary heat exchanger.
- Saves a family of four $250 over its lifetime compared to a standard tankless water heater.
- Saves a family of four $1,500 over its lifetime compared to a standard gas storage tank water heater.
- Last twice as long as a conventional unit and take up much less space.
- High replacement installation costs due to high gas flow requirements, different venting/water connections.

Great choice for new construction/ major remodeling/vacation homes and becoming popular as a replacement for gas storage water heaters!
Upcoming Tool: Water Heater Replacement Guide

- Online and mobile tool.
- HPWHs, which transfer heat from surrounding air to water, have specific requirements regarding location.
- User can determine if their home is right for a HPWH in 4 easy steps.
- Recommends HPWH size based on family size.
Distributor-Focused Midstream Programs: The Key to Unlocking Residential Water Heater and HVAC Savings

• Engage wholesale distributor to provide discounts on eligible efficient equipment.
• Programs increase the availability and market share of energy-efficient products to a broader contractor network, therefore increasing the likelihood customers purchase more efficient equipment.
• Program participation has often at least doubled, and in some cases, increased ten-fold.
• Contact ENERGY STAR at midstreamdistributor@energystar.gov if interested.
New Midstream Website Resource

Distributor-Focused Midstream Programs: The Key to Unlocking Residential Water Heater and HVAC Savings

Recently, energy efficiency program administrators have provided incentives up the supply channel to a “midstream” market actor — the wholesale distributor — resulting in sales doubling, and in some cases, increasing ten-fold for ENERGY STAR certified water heaters and HVAC. Click on the links below to be introduced to the basic concepts behind distributor-focused midstream programs, review the remarkable increases in program participation, understand why the programs are so successful, and review best practices gathered from program.

www.energystar.gov/products/retailers/midstream_programs
Midstream Office Hours

• Bring your questions for our experts to the Midstream Office Hours session!
  – Wednesday, October 25th, 1:15-1:45pm
  – Gold Coast, Level 3
Marketing Tools & Resources
Appliance, Consumer Electronics, and Water Heater Marketing and Training Resources

• ENERGY STAR Marketing Tools & Resources: featuring all the latest promotional materials
  – energystar.gov/marketing_materials

• Updated Consumer Messaging Guides
  – ENERGY STAR Certified Appliances
  – NEW! ENERGY STAR Certified Consumer Electronics

• Sales Associate Training Presentations at energystar.gov/training
2018 Outreach Plan: ENERGY STAR Products

JANUARY | FEBRUARY | MARCH

ENERGY STAR MOST EFFICIENT

- Pool Pumps

APRIL | MAY | JUNE | JULY

- Flip Your Fridge
- Laundry

EARTH DAY | COOLING | STREAMING

- Room A/C

- Materials Available: MARCH
  - Water Heaters
  - Smart Thermostats

- Materials Available: APRIL
  - Lighting

- Materials Available: AUGUST
  - Pool Pumps

SEPTEMBER | OCTOBER | NOVEMBER

- Water Heaters
- Smart Thermostats
- Lighting

- National Promotion

- Materials Available: OCTOBER
  - Flip Your Fridge

- Materials Available: NOVEMBER
  - Room A/C
  - Laundry

- National Promotion
Key Contacts - Appliances

• Appliance Sales & Marketing
  – Rosemarie Stephens-Booker, EPA ENERGY STAR
    Stephens-booker.rosemarie@epa.gov; (202) 343-9529
  – Jason Warner, ICF International
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• Appliance Specification Development
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  – Allison Robinson, The Cadmus Group
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