



ENERGY STAR® Most Efficient Appliances Sales Associate Training





What Is ENERGY STAR Most Efficient?

- A distinction that recognizes products that deliver **cutting edge energy efficiency** along with the latest in technological innovation
- Recognizes the most efficient products among those that qualify for the ENERGY STAR in a given year
- Is intended to drive more energy-efficient products into the market more quickly
- Represents the **“best of the best”** in energy efficient products





Why ENERGY STAR Most Efficient Matters To Your Customers

- **Product Differentiation** –
 - Many use innovative and advanced technologies
 - Gives your customers leading edge products to choose from without trade-off in features or functionality
- **Social Value** –
 - Helps your customers be environmentally responsible
 - Saving energy use helps prevent climate change by reducing greenhouse gas emissions
- **ENERGY STAR Integrity** –
 - Products are independently certified to stringent performance requirements set by the U.S. Environmental Protection Agency.



Who Is The Target Audience For ENERGY STAR Most Efficient?

ENERGY STAR Most Efficient products appeal to:

- Existing and new audiences
 - Early adopters
 - Environmentally conscious shoppers

Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- Be loyal ENERGY STAR shoppers
- Associate ENERGY STAR with high quality
- Be more environmentally/socially motivated
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy

How To Leverage ENERGY STAR Most Efficient In Your Store

- **Save energy and prevent climate change** by reducing greenhouse gas emissions.
- **Increase sales** (and ticket size) with exceptional product selection.
- **Build customer loyalty**
 - Make customers feel good about their purchases
 - Make customers feel great about your stores stocking a top quality product!





Eligible Appliance Products

- Clothes Washers
- Clothes Dryers
- Dishwashers
- Refrigerators





Clothes Washer Eligibility

Clothes washer models recognized as the Most Efficient of ENERGY STAR 2017 offer on average **33% energy savings and 32% water savings** compared to the federal standard

Eligible products: Standard sized residential clothes washers

Ineligible products:

- Compact clothes washers (volume under 1.6 cubic feet)
- Standard small volume clothes washers (volume 1.6 cubic feet – 2.5 cubic feet)*
- All-in-one combination dryers
- Clothes washers with heated drying functionality
- Commercial clothes washers



* Standard small clothes washers are suspended from ENERGY STAR Most Efficient recognition at this time. EPA will reconsider recognition for small volume washers as products with higher efficiency become available.



Clothes Dryer Eligibility

Clothes dryer models recognized as the Most Efficient of ENERGY STAR 2017 offer **28% energy savings** for standard-sized electric models, 30% energy savings for compact models, and 25% energy savings for gas models compared to the federal minimum.

Eligible products: Standard and compact sized residential clothes dryers

Ineligible products:

- Commercial clothes dryers
- Water-cooled ventless clothes dryers
- Combination all-in-one washer-dryers
- Residential clothes washers with heated drying functionality





ENERGY STAR Certified Heat Pump Dryers

- ENERGY STAR certified heat pump dryers that meet the 2017 ENERGY STAR Most Efficient criteria use advanced technology that requires less energy than conventional models.

How Does it Work?

- Traditional tumble dryers vent the humid air they produce outside. Heat pump dryers are ventless. They take in ambient air, heat it, and then recirculate it in the dryer to maintain the temperature while using less energy

Buying Considerations

- Customers with high clothes dryer usage and high electricity rates have the potential for large energy and cost savings.
- Heat pump dryers are especially well-suited for homes without existing vents, and can be installed almost anywhere.
- Because heat pump dryers remove moisture from the air during the drying process, the resulting water must be drained. Solutions include installation of a drain, manually draining the water tank after each load, or installing a device sold by the manufacturer that allows the dryer to “borrow” the clothes washer drain.



Dishwasher Eligibility

Models recognized as the Most Efficient of ENERGY STAR 2017 offer an average of **22% energy savings and 36% water savings** compared to the federal standard.

Eligible products:

- Standard-sized residential dishwashers

Ineligible products:

- Compact models (< 8 place settings)
- Commercial dishwashers



Refrigerator Eligibility

Models recognized as the Most Efficient of ENERGY STAR 2017 offer on average at least **15% energy savings** compared to the federal standard.

Eligible products:

- Full-size refrigerator-freezers
 - All ENERGY STAR certified top freezers are recognized as ENERGY STAR Most Efficient.

Ineligible products:

- Compact models
- Freezers
- All-refrigerators



Product Listings

- Find ENERGY STAR Most Efficient 2017 product listings, with photos and descriptions, at www.energystar.gov/moste efficient and on manufacturer provided POP materials
- The ENERGY STAR Most Efficient distinction may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.



The screenshot shows the ENERGY STAR website interface. At the top, there's a navigation bar with links like 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES'. Below this, a banner for 'ENERGY STAR Most Efficient 2016' features a woman holding a sign that says 'Most Efficient 2017'. The banner text reads: 'The Year's Best of ENERGY STAR for Energy Efficiency and Innovation. WHEN ONLY THE BEST WILL DO. Looking for the ENERGY STAR label is a simple way to save you money and protect the environment. Now EPA introduces ENERGY STAR Most Efficient 2015, a new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation. It is an award that truly represents the best of ENERGY STAR.'

Below the banner, there's a section titled 'FEATURED UTILITY PARTNERS' with logos for PG&E, SMUD, and nyserda. To the right of these logos is a blue box that says 'Cooking Saver ENERGY STAR Most Efficient 2015 Supporting Utility'.

Further down, a section titled 'Products Recognized as ENERGY STAR Most Efficient in 2015' displays six product categories with images and descriptions:

- Clothes Washers**: Large (larger than 25 cu ft)
- Refrigerators**: Medium, Large, and X-Large
- Dishwashers**: New 2015 Product Category
- Ceiling Fans**: 52 inches and under; Over 52 inches
- Ventilating Fans**: Without Lighting; With Lighting
- Heating & Cooling**: Boilers; Central Air Conditioners (A/C) Source Heat Pumps



Go Sell!

Be sure to identify which models on the floor have been recognized for 2017:

- See www.energystar.gov/mostefficient
- See manufacturer and retail signage
- The ENERGY STAR Most Efficient designation may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.



Don't Forget About The Rebates!

- Rebates are beginning to be directed at ENERGY STAR Most Efficient products
 - The best place to find available rebates is energystar.gov.





Questions?

Visit www.energystar.gov/mostefficient

E-mail us at MostEfficient@energystar.gov or
Appliances@energystar.gov



**Most Efficient
2017**
www.energystar.gov