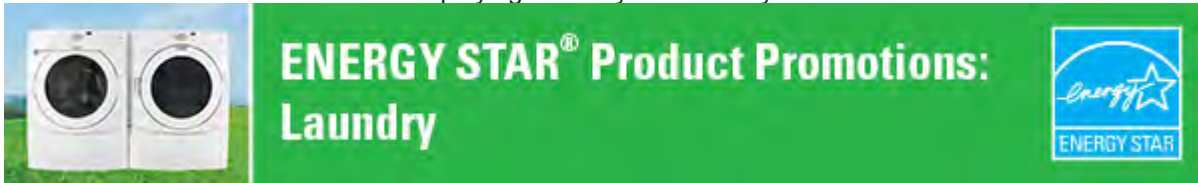


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Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is excited to announce the availability of marketing materials for the 2019 ENERGY STAR laundry promotion—Laundry Made Better. Join in on this national promotion and help educate your customers about the energy, financial, and environmental savings possible with an ENERGY STAR certified clothes washer and dryer.

[Get Materials](#)

## Why Should Your Customers Choose ENERGY STAR?

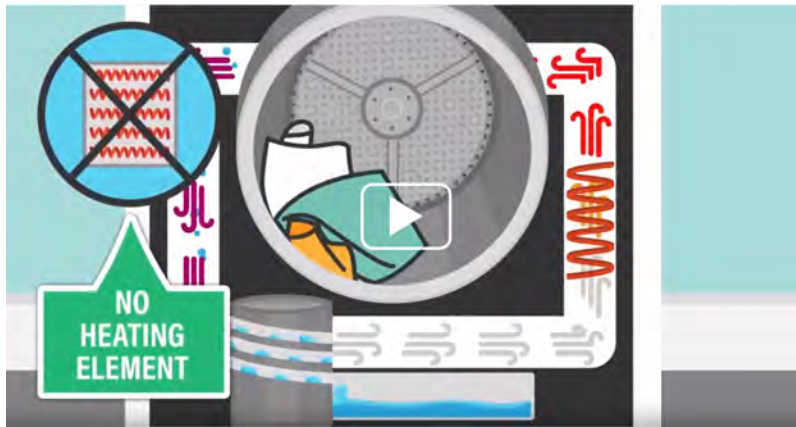
- Clothes washers and dryers that have earned the ENERGY STAR deliver superior efficiency and performance by incorporating advanced features.
- ENERGY STAR certified clothes washers and dryers are 25% and 20% more efficient, respectively, than standard models. Certified clothes washers use approximately 33% less water than standard models.
- You can save \$380 over the lifetime of an ENERGY STAR certified clothes washer and even more with an ENERGY STAR washer/dryer pair.



## ENERGY STAR Branded Laundry Materials

This year's promotion will build upon the success of our 2018 efforts, with a suite of ENERGY STAR branded materials available to partners, including:

- Social media messaging and graphics
- Web buttons
- Infographics
- Retail signage
- Video ad featuring the benefits of ENERGY STAR certified clothes washers and dryers for [Dads](#)
- **NEW IN 2019:** ENERGY STAR has produced a new video featuring the high-tech energy efficiency benefits of ENERGY STAR certified [heat pump dryers](#). This video takes viewers step-by-step through the drying process, showcasing why this new technology is definitely one to consider for their next purchase.



*\*Partners can promote these videos on social media and/or co-brand them. Let us know if you're interested in co-branding videos or any of our other assets and we would be happy to assist you.*

## 2018 Laundry Made Better Results

Thanks to all our partners who participated in the 2018 promotion of ENERGY STAR laundry products. The ENERGY STAR program leveraged online advertising and media partnerships to extend the savings message to new audiences, resulting in more than 4.5 million impressions and over 32,000 pageviews. Media outreach included:

- A [YouTube video ad](#) (distributed through the Google Display Network) resulting in 715,170 impressions and 432,431 video views.
- Influencer outreach:
  - ENERGY STAR worked with popular “Dad Vlogger” [LaGuadia Cross](#) on a Father’s Day themed laundry video that resulted in 117,596 views.
  - ENERGY STAR placed an article/sweeps combo on [BobVila.com](#) highlighting the benefits of certified laundry products.

The promotion kicks off in May with a Father’s Day focus, as we work to tap the ever-growing consumer segment of Dads who are taking charge of their family’s laundry needs (and Moms that want to encourage this behavior). In 2019, ENERGY STAR will once again engage in partnerships with impactful media influencers, such as BobVila.com, but also plan to add Ellie and Jared to the mix who engage their 1.6 million YouTube subscribers with stories about their growing family (and lots of laundry!). We will also rerun the engaging [Fatherhood: A Laundry Saga](#) video ad and couple it with retargeted display ads to drive clicks to [energystar.gov/laundry](#).

We are excited to work with our partners once again to help spread the word about the benefits of ENERGY STAR certified laundry. Please let us know how we can assist in making your promotion successful.

The ENERGY STAR Communications Team  
[changetheworld@energystar.gov](mailto:changetheworld@energystar.gov)

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA’s ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change.

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