



ENERGY STAR[®] Most Efficient Appliances 2019 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



See: www.energystar.gov/mostefficient



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 protect the environment 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 protect the environment** 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!





2019 Eligible Appliance Products

- Clothes Dryers
- Clothes Washers
- Dehumidifiers
- Dishwashers
- Refrigerators
 - **NEW!** Updated criteria for side-by-side and bottom freezer products



Clothes Washer Eligibility

Clothes washer models recognized as the Most Efficient of ENERGY STAR 2019 offer on average the following savings compared to the federal standard:

- **43% energy savings and 45% water savings** (> 2.5 cu. ft.)
- 24% energy savings and 36% water savings (≤ 2.5 cu. ft.)

Eligible products: Standard sized residential clothes washers (≥ 1.6 cu. ft.)

Ineligible products:

- Compact clothes washers (volume under 1.6 cubic feet)
- All-in-one combination washer-dryers
- Clothes washers with heated drying functionality
- Commercial clothes washers
- Laundry centers



Clothes Dryer Eligibility

Clothes dryer models recognized as the Most Efficient of ENERGY STAR 2019 offer on average at least **28% energy savings** for standard-sized electric models, 43% energy savings for compact ventless 240V 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 2019 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 typically 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 2019 offer at least **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



Dehumidifier Eligibility

Models recognized as the Most Efficient of ENERGY STAR 2019 offer an average of **23% energy savings** compared to the federal standard.

Eligible products:

- Dehumidifiers (stand alone or whole house)

Ineligible products:

- Dehumidifiers with capacity ≥ 75 pints/day



Refrigerator-Freezer Eligibility

Models recognized as the Most Efficient of ENERGY STAR 2019 offer at least **10% energy savings** for top freezers and **20% energy savings** for side-by-side and bottom freezer products compared to the federal standard.

Eligible products:

- Full-size refrigerator-freezers
 - All ENERGY STAR certified top freezers meet ENERGY STAR Most Efficient criteria.

Ineligible products:

- Compact models
- Freezers
- All-refrigerators





Product Listings

- Find ENERGY STAR Most Efficient 2019 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.





Go Sell!

Be sure to identify which models on the floor have been recognized for 2018:

- 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.

ENERGY STAR Most Efficient 2019
www.energystar.gov

The best of ENERGY STAR for energy savings and innovation. WHEN ONLY THE BEST WILL DO.

For more information on select rebates visit energystar.gov/Sacramento

PG&E SMUD

626-2419274
06/26-10/17/14
Home Appliances

WHEN ONLY THE BEST WILL DO.
The best of ENERGY STAR for your home and for the planet
ENERGY STAR Most Efficient Refrigerators save at least 10% in energy savings compared to the federal standard.

Most Efficient 2018
www.energystar.gov

\$75 Rebate on ENERGY STAR® Most Efficient 2018 REFRIGERATORS

What is Most Efficient?

- A distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation.
- It represents the "best of the best" among those products that qualify for ENERGY STAR in a given year.

Why is Most Efficient important to your customers?

- Gives your customers leading-edge products to choose from without trade-off in features or functionality.
- Many products use innovative and advanced technologies.
- Helps your customers be environmentally responsible while saving energy and money.
- For product information and qualifying models please visit https://www.energystar.gov/products/most_efficient
Customers can apply online at <https://NH-Saves.com/rebates> or send in rebate form by mail

For rebate details please go to: <https://NH-Saves.com/rebates/refrigerators/>

NH-SAVES

EVERSOURCE Liberty Utilities New Hampshire Electric Co-op Unitil

The Best of ENERGY STAR® for Energy Efficiency and Innovation

Most Efficient 2018
www.energystar.gov

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 2018, a 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.

SMUD Member Utilities

Rebates available to electric customers of the following utilities:

Austin Utilities	More Municipal Utilities	Redwood Falls Public Utilities
Bloomington Prairie Public Utilities	New Prague Utilities Commission	Rochester Public Utilities
Farmington Public Utilities	North Branch Water & Light	Saint Peter Municipal Utilities
Grand Marais Public Utilities Commission	Onondaga Public Utilities	Spring Valley Public Utilities
Lake City Utilities	Preston Public Utilities	Traverse Utilities
Litchfield Public Utilities	Princeton Public Utilities Commission	Wells Public Utilities

SaveEnergyInMyCommunity.com



Questions?

Visit www.energystar.gov/mostefficient

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



Most Efficient 2019

www.energystar.gov