



# Air Cleaners: Big Savings Opportunities in Small Market Appliances

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*Leadership > Knowledge > Innovation*

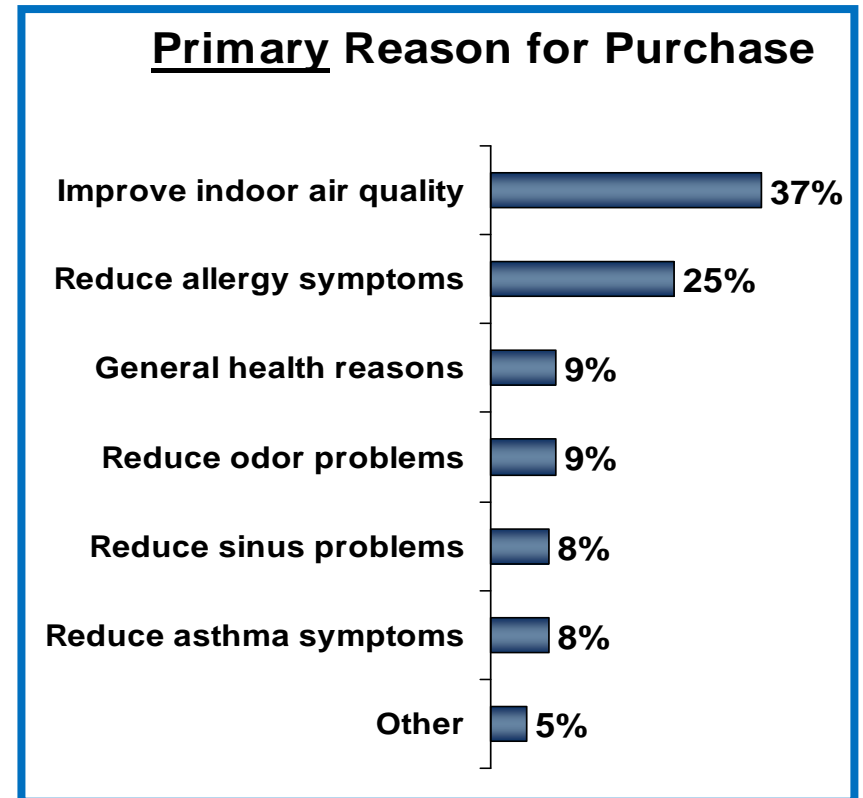
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# Landscape

- Air Cleaners very important category for many people
  - About 10% ownership
  - Tend to own multiple units
  - Renters more likely to own than homeowners
  - Most commonly used in living areas and bedrooms
  - Most likely a self-made purchase, not a gift
  - Heavily researched, doctor recommended
- Many brands in the marketplace
  - More than 20 manufacturers in AHAM Certification program

# Perspective on Energy

- Air Cleaners are not a luxury item
- Health concerns are a top factor for those operating an air cleaner
- Purchases are driven by a desire to *improve indoor air quality* and *reduce allergy symptoms*
  - Household problems most common among air cleaner owners are *dust* and *tobacco smoke*.



AHAM data based on 607 owner responses, 2008.

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# Perspective on Energy

- 40% of purchasers see Energy Efficiency as very important
- Energy Efficiency more important to females than males
- Ranks behind ease of use, cost, room size, CADR rates
- Seasonality
  - In most cases, they are not used year-round
  - Spring, Fall allergy season are two most important times of year for Air Cleaner Purchases

# Marketing the Category

- Education is key to this complex category.
- Heavily researched category!
  - Websites are the most common source of information – over two-thirds seek information from a website of some kind
  - Manufacturer websites, followed by those giving consumer opinions, are the two most frequently visited types



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# Marketing the Category

- Differences in purchase drivers and perception of household problems exist between genders and ages. These differences may be used to improve targeted marketing:
  - Allergy symptoms and sinus problems are more likely to drive purchase for females and younger purchasers.
  - Females are also more likely to purchase to reduce odor problems.
  - Females and younger purchasers perceive problems with pet dander and pet odors more frequently than males and older purchasers.
  - Older purchasers are more concerned about tobacco smoke.
  - Younger purchasers are also more concerned about musty and moldy odors.

# Air Cleaner Certification & Verification

- AHAM has a unique place in the market
- Since 1988, AHAM has certified performance and now verifies performance and energy through CADR program
- AHAM performance test known as Clean Air Delivery Rate (CADR), reduction of tobacco smoke, dust, pollen
- AHAM is an EPA recognized verification program administrator
  - Perform ENERGY STAR verification (Dust CADR/ Watt)
- Displays all ratings and ENERGY STAR applicability on web site- [www.cadr.org](http://www.cadr.org) or [www.ahamverifide.org](http://www.ahamverifide.org)



# New AHAM Verifide Brand


- New brand leverages use on multiple products – more than 15 million AHAM Verifide products in market
- Additional promotion and education for Air Cleaners coming





# Partnering with ENERGY STAR

- Support Retail Promotion
- Work with ENERGY STAR to encourage utility rebates
- Continue to leverage third-party verification, such as AHAM's programs
- Continue to cross promote ENERGY STAR and CADR on web sites [www.energystar.gov](http://www.energystar.gov) and [www.ahamverifide.org](http://www.ahamverifide.org)



Model Number	Room Size (sq. ft)	Dust	Pollen	Tobacco Smoke	ENERGY STAR®
<a href="#">EL490A</a>	326	212	229	210	Yes
<a href="#">EL491A</a>	326	212	229	210	Yes
<a href="#">EL500A</a>	405	262	253	261	Yes
<a href="#">EL500AX</a>	405	262	253	261	Yes
<a href="#">EL500AZ</a>	405	262	253	261	Yes