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ENERGY STAR®

10th Annual Appliance Partner Meeting

Hotel Sax, Chicago

September 21-23, 2009



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DOE ENERGY STAR Marketing & Consumer Outreach

Lani MacRae
U.S. Department of Energy
September 21, 2009



Agenda

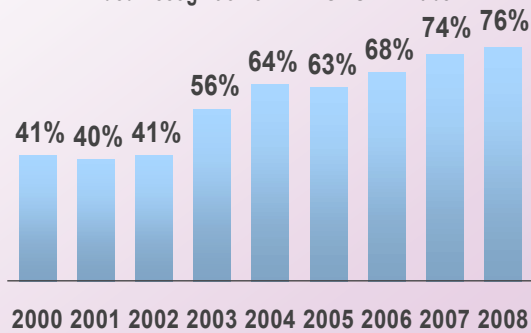
- ENERGY STAR Awareness and Influence
- Appliance Consumer Messaging
- ENERGY STAR Make a Cool Change & Make a Clean Change Campaigns
- American Recovery and Reinvestment Act ENERGY STAR Appliance Rebates
- ENERGY STAR in Our Communities



Awareness and Influence

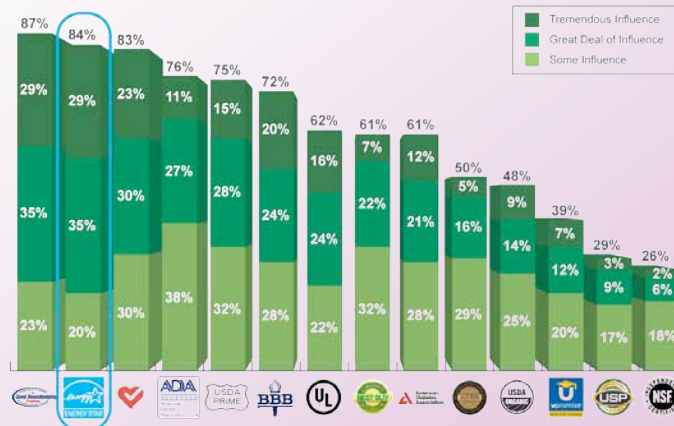
Consumers Recognize ENERGY STAR

Aided Recognition of ENERGY STAR Label



Source: Consortium for Energy Efficiency Household Surveys (2001-2008). Standard errors vary between 1.5% and 2.2%.

Consumers Trust ENERGY STAR



Source: Fairfield Research, Summer 2007



Appliance Consumer Messaging



Overarching ENERGY STAR Selling Points

- Save energy and money
- Get advanced technology and features
- Have short payback period
- Do not sacrifice performance
- Help protect the environment

ENERGY STAR Refrigerator Energy Benefits

- Save 20% in energy compared to basic refrigerators
- Save nearly \$165 over the life of the product
- Payback period: 2-6 years

Non-Energy Benefits

- Quieter operation
- Many models have innovative drawer designs and improved temperature controls
- Food stays fresher longer

Assumes: 14-year life



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Products
Appliances
Clothes Washers
Dishwashers
Freezers
Refrigerators
Room Air Cleaners
Heating & Cooling
Water Heaters
Home Electronics
Lighting
Commercial Food Service
Office Equipment
Purchasing & Procurement
Extended & Partnered
Join ENERGY STAR

Clothes Washers
for Consumers
(Are you a partner? [Go to Partners](#))

Residential Clothes Washers
[Commercial Clothes Washers](#)

The average American family washes almost 400 loads of laundry each year. It's a good thing families can cut their related energy costs by more than a third — and the water costs by more than half — just by purchasing a clothes washer with the ENERGY STAR label.

What will your ENERGY STAR savings look like?
Over the life of your new ENERGY STAR qualified washer, you'll save enough money in operating costs to pay for the matching dryer. With your water savings, you could fill three backyard swimming pools.

In your washer over 10 years old? Replace it with a new ENERGY STAR qualified washer and you could save over \$145 each year on your utility bills. That's like getting your High Efficiency (HE) detergent free year round.

Why choose an ENERGY STAR qualified clothes washer?
Saving money is just the beginning.

Educate yourself on new clothes washer technology
Find out how new clothes washer technology gets your clothes clean while dramatically cutting energy and water use.

Buyer's Guide
Learn what you should know before buying a clothes washer, and

Find a Product
Find a Store
Special Offers
Clothes Washers for Partners
Clean Change
Replace old washers, reduce old washers, reduce with ENERGY STAR

Resources
Qualified Clothes Washers
Excel 85 Test (CSV) HTML
Manufacturer List
FAQs
Key Product Criteria

For Business
Purchasing & Procurement
Information Resources
Get a Quote from Product Suppliers

New Appliance Web Pages

- New replacement messaging and savings facts
- New infographics
- Easily referenced

energystar.gov

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New ENERGY STAR Building Blocks



Cold Water Washing Saves Energy.



Cold Water Washing Saves Energy.



Cold Water Washing Saves Energy.

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Refrigerator Brochure



Get Cool Savings with an ENERGY STAR Qualified Refrigerator www.energystar.gov/refrigerators

Save energy. Today's ENERGY STAR qualified refrigerators use half as much energy as ones made before 1983.

Hold onto your cash. Replacing one of these older refrigerators with a new ENERGY STAR model can save nearly \$100 per year.

Make fresher food. Advanced temperature and humidity controls and special compartments help keep perishable foods cold as they stay fresh longer.

Keep climate change in the fridge. By using energy more efficiently, ENERGY STAR qualified refrigerators help reduce air pollution and greenhouse gas emissions from power plants.

How These Refrigerators Save Energy

1. **More precise temperature and humidity controls.** New refrigerators monitor and adjust, using less energy than older models.
2. **Improved insulation.** Insulated doors and interior walls keep food cold and reduce energy use.
3. **High efficiency compressors.** Use less energy and often provide extra features.

How Much is that 6-Pack Costing You?

If you have a second refrigerator in your garage or basement, it's probably costing more than you think—so much as \$100 per year! That's a stiff price to pay to keep a few beverages cool.

Find out whether or not it's time to say goodbye to your old refrigerator. Calculate the savings at www.energystar.gov/refrigerators. Then visit www.energystar.gov/6pack for information on how to recycle your old fridge.

If you truly need a second refrigerator, consider these tips:

- **Plug it in only when needed.** Leaving it off for 18 months of the year can save over \$100.
- **Replace it with an ENERGY STAR.** If you only need space for a few drinks, replace your old refrigerator with an ENERGY STAR qualified compact refrigerator and save over \$100 per year.

How much does it cost to run your refrigerator each day?

Source: U.S. Dept. of Energy, Energy Star Program



Clothes Washer Brochure

Get Loads of Savings with an ENERGY STAR Qualified Clothes Washer

www.energystar.gov/laundrywashers

It's like getting the Appliance for free. Purchasing an ENERGY STAR qualified model rather than a non-qualified model will save you about \$100 a year on your utility bills. Over the life of your new washer, you'll save enough money to pay for the washer twice over.

Shower in your water savings. Compared to an ENERGY STAR qualified model, a regular washer wastes 17 gallons of water with every load. That's enough for a daily shower.

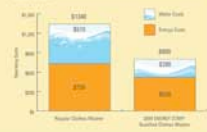
Long live your clothes. Appliances really protect your clothes. Wash them gently and thoroughly in ENERGY STAR qualified models—many will even safely clean silk, wool and other fine materials.

Save time. Without a bulky agitator, there is more usable space in the washer for laundry—especially larger items like comforters. More capacity means fewer loads of laundry each week.

Save the environment. Using less water and energy helps cut pollution, reduces greenhouse gas emissions from power plants, and helps protect our lakes, streams and oceans.

Clothes Washer Lifetime Operating Costs

Although its sticker price may be modest, a regular clothes washer can cost you \$100 more to operate over its life compared to an ENERGY STAR qualified clothes washer.



How These Washers Save Water and Energy

Front-load models tumble clothes through less water, with no central agitator.

Advanced top loaders use sophisticated drum motions to flip or spin clothes through a reduced amount of water.

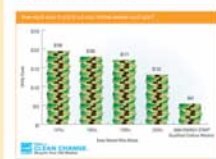
Efficient washers spin clothes 2-3 times faster, which drains more water and cuts drying time.

Is it Time to Replace Your Washer?

If your washer is over 10 years old, replace it with a new ENERGY STAR qualified model and save about \$100 a year on your utility bills.

That's like getting your high efficiency VHS camcorder free your second.

Use the graph below to see how much it costs to operate your old washer. It might be costing you more than you think.



Water Heaters Partner Resource Guide

- Consumer Information
- Market Information

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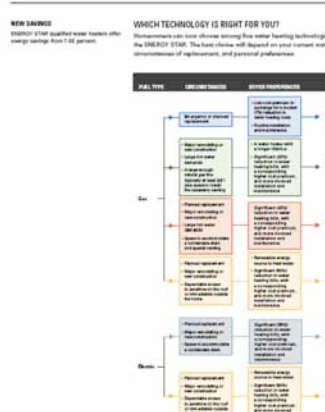
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SECTION I: CONSUMER INFORMATION—WATER HEATER TECHNOLOGIES AT A GLANCE

Technology	Approximate Cost	Details
High-Efficiency Gas Storage	\$200-\$1,000	Details: This technology upgrades to the standard gas storage water heater, which is vented and has a standard efficiency of 60%.
Gas Condensing	\$1,000-\$1,500	Details: This technology upgrades to the standard gas storage water heater, which is vented and has a standard efficiency of 60%.
Electric Storage	\$1,000-\$1,500	Details: This technology upgrades to the standard electric storage water heater, which is vented and has a standard efficiency of 60%.
Heat Pump	\$1,000-\$1,500	Details: This technology upgrades to the standard electric storage water heater, which is vented and has a standard efficiency of 60%.
Hybrid	\$1,000-\$1,500	Details: This technology upgrades to the standard electric storage water heater, which is vented and has a standard efficiency of 60%.

SECTION I: CONSUMER INFORMATION—CHOOSING THE RIGHT TECHNOLOGY



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SECTION I: CONSUMER INFORMATION—GAS CONDENSING

HOW IT WORKS
Using heat from the exhaust gases, a condensing water heater can extract more heat from the gas than a standard water heater, resulting in higher efficiency.

THE SAVINGS
ENERGY STAR qualified gas condensing water heaters can save up to 15% on water heating costs compared to standard gas storage water heaters.

IDEAL APPLICATIONS
Gas condensing water heaters are ideal for homes with existing gas lines and venting systems.

MAINTENANCE
Gas condensing water heaters require regular maintenance, including venting system checks.

INSTALLATION COST
Installation costs for gas condensing water heaters are typically higher than for standard gas storage water heaters.

SPECIAL CONSIDERATIONS
Gas condensing water heaters are not suitable for homes with existing electric venting systems.

SECTION I: CONSUMER INFORMATION—HIGH-EFFICIENCY GAS STORAGE

HOW IT WORKS
High-efficiency gas storage water heaters use a more efficient burner and heat exchanger to provide higher efficiency than standard gas storage water heaters.

THE SAVINGS
ENERGY STAR qualified high-efficiency gas storage water heaters can save up to 10% on water heating costs compared to standard gas storage water heaters.

IDEAL APPLICATIONS
High-efficiency gas storage water heaters are ideal for homes with existing gas lines and venting systems.

MAINTENANCE
High-efficiency gas storage water heaters require regular maintenance, including venting system checks.

INSTALLATION COST
Installation costs for high-efficiency gas storage water heaters are typically higher than for standard gas storage water heaters.

SPECIAL CONSIDERATIONS
High-efficiency gas storage water heaters are not suitable for homes with existing electric venting systems.

SECTION I: CONSUMER INFORMATION—HEAT PUMP

HOW IT WORKS
Heat pump water heaters (HPWH) use electricity to move heat from the surrounding air to the water, providing a significant energy savings compared to standard electric storage water heaters.

THE SAVINGS
ENERGY STAR qualified HPWHs can save up to 50% on water heating costs compared to standard electric storage water heaters.

IDEAL APPLICATIONS
HPWHs are ideal for homes with existing electrical service and no gas lines.

MAINTENANCE
HPWHs require regular maintenance, including air filter changes and unit cleaning.

INSTALLATION COST
Installation costs for HPWHs are typically higher than for standard electric storage water heaters.

SPECIAL CONSIDERATIONS
HPWHs are not suitable for homes with existing gas lines and venting systems.

SECTION I: CONSUMER INFORMATION—WHOLE-HOUSE GAS TANKLESS

HOW IT WORKS
Whole-house gas tankless water heaters provide hot water on demand for the entire house, eliminating the need for a storage tank.

THE SAVINGS
Whole-house gas tankless water heaters can save up to 10% on water heating costs compared to standard gas storage water heaters.

IDEAL APPLICATIONS
Whole-house gas tankless water heaters are ideal for homes with existing gas lines and venting systems.

MAINTENANCE
Whole-house gas tankless water heaters require regular maintenance, including venting system checks.

INSTALLATION COST
Installation costs for whole-house gas tankless water heaters are typically higher than for standard gas storage water heaters.

SPECIAL CONSIDERATIONS
Whole-house gas tankless water heaters are not suitable for homes with existing electric venting systems.



ENERGY STAR

Make a Cool Change and Make a Clean Change Campaigns



RECYCLE.
It's the perfect ending.



Make a
COOL CHANGE.
Recycle Your Old Fridge.



Make a
COOL CHANGE.
Recycle Your Second Fridge.



Make a
CLEAN CHANGE.
Recycle Your Old Washer.



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BUY PRODUCTS THAT MAKE A DIFFERENCE
U.S. Environmental Protection Agency - U.S. Department of Energy

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- Home Electronics
- Lighting
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- Office Equipment
- Pesticides & Pesticides
- International Partners

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RECYCLE.
It's the perfect ending.

Older electric products in homes, schools, and workplaces are much less efficient than today's ENERGY STAR qualified models. Continuing to operate inefficient products costs you money and generates excessive greenhouse gas emissions.

Properly recycling electric products permanently removes them from the electric grid, conserves resources, and makes room for more energy-efficient models.

Learn more by checking out the products listed above.

[Find out about recycling:](#)

- Refrigerators & Freezers
- Clothes Washers
- Other Appliances
- Light Bulbs (CFLs)
- Electronics

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ENERGY STAR logo

www.energystar.gov/recycle

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Make a COOL CHANGE.
Recycle Your Old Fridge.

Make a CLEAN CHANGE.
Recycle Your Old Washer.



American Recovery and Reinvestment Act (ARRA)

ENERGY STAR Appliance Rebates

- Enabling legislation was EPACT 2005
- ARRA funded at \$300 million
- State and Territory energy offices receive the funds and oversee the programs
 - Rebate dollars distributed based on population formula (\$100,000 minimum)
 - Monies must be spent by February 2012

Purpose: Save energy and stimulate the economy by encouraging consumers to replace old appliances with new ENERGY STAR qualified models.



Initial Applications:

- All 50 States, 5 Territories, and D.C. applied
- Initial 10% funding awards are already out!

Comprehensive Applications:

- Program plans due October 15
- DOE will approve on a rolling basis – the sooner received, the sooner money will be disbursed
- All monies will be released by November 30



DOE is helping energy offices design rebate programs that:

- Save energy
- Maximize rebates to consumers
- Enhance or supplement existing programs
- Keep administrative costs low
- Leverage the existing ENERGY STAR partner network and consumer education materials

Recommended ENERGY STAR Products

Home Appliances

- Clothes Washers
- Dishwashers
- Freezers
- Refrigerators
- Room air conditioners



HVAC

- Boilers
- Central air conditioners
- Furnaces (oil & gas)
- Air-source heat pumps
- Geothermal heat pumps



Water Heaters

- Gas storage
- Gas tankless
- Gas condensing
- Heat Pump
- Solar

Key Steps for Energy Offices:

1. Determine what's already going on in State/Territory
 - Federal tax credits / existing State programs / utility rebates
2. Decide which products to promote
3. Set appropriate rebate levels
 - Complement existing utility programs / look at incremental cost
4. Estimate budget for rebates
5. Decide on program implementation approach
 - Delivery: State run, 3rd party implementer, or utilities
 - Program rules: Eligibility, product recycling, and retailer participation
 - Rebate payment: Mail-in applications or instant rebates at point of sale
 - Partners/Allies: Retailers, contractors, local utilities and neighboring States
6. Define tracking and monitoring needs



EEPS Rebate Programs:

- Energy Offices are contacting local utilities to confirm program info, especially what is planned for 2010

Federal Tax Credits

- Available for select water heater and HVAC equipment
- Not for clothes washer, fridge/freezer, dishwasher, room AC
- View details at: www.energystar.gov/taxcredits



DOE Tools and Assistance to States:

- Guidance Documents
- Spreadsheet Planning Tool
- Webinars for State Energy Offices
- Webinars with ENERGYSTAR Partners
 - August 12 – Retailers & Manufacturers
 - September 17 – Retailer/State Energy Offices Forum
- ENERGY STAR Web site
- ENERGY STAR Partner Meeting





Federal Tax Credits (2009 – 2010)

Product	Credit Amount*	Tax Credit Efficiency Level
Heat Pump Water Heater	30% up to \$1500	ENERGY STAR
Gas Tankless Water Heater	30% up to \$1500	ENERGY STAR
Solar Water Heater	30% of cost**	ENERGY STAR
Gas Condensing Water Heater	30% up to \$1500	Above ENERGY STAR
Gas or Oil Boilers	30% up to \$1500	Above ENERGY STAR
Gas or Oil Furnaces	30% up to \$1500	Above ENERGY STAR
Central Air Conditioners and Air-source Heat Pumps	30% up to \$1500	Above ENERGY STAR
Geothermal Heat Pumps	30% of cost**	ENERGY STAR

*Credit is calculated based on installed cost. Total credit per household across all products is limited to \$1500.

**No cap on solar water heaters or geothermal heat pumps, which are eligible through 2016.



ENERGY STAR in Our Communities



Tear
Down!



Here come the
Firemen





Mr. Tripp and Ty



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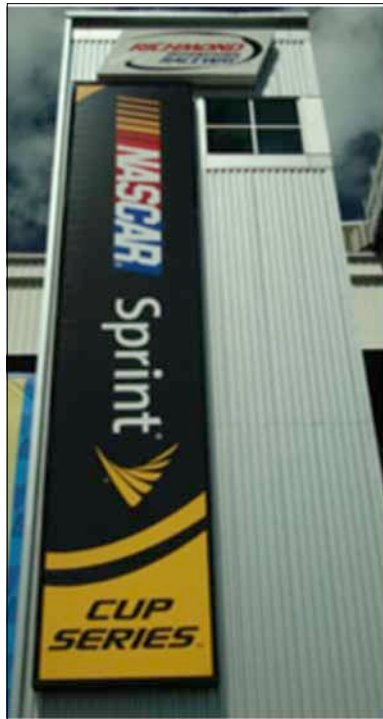
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Atlanta, GA - NASCAR Race
(September 5-6, 2009)



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