



The Simple Choice to Save Energy and Increase Sales

The ENERGY STAR® Appliance Newsletter

May 2020

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Recognizing the 2020 ENERGY STAR Award Winners

The U.S. Environmental Protection Agency (EPA) extends its congratulations to the businesses and organizations who have made outstanding contributions to protecting the environment through superior energy efficiency achievements. These small and large organizations from across the country are helping millions of individuals, families, and businesses save energy, save money, and protect the environment. Read more about the [2020 Award Winners](#) and their accomplishments.

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Earth Day 50th Anniversary

A big thank you to all the partners who joined us on social media and [shared our anthem video](#) to celebrate the 50th anniversary of Earth Day. The support was overwhelming, especially considering the difficult circumstances, and we were inspired by the engagement. EPA also promoted the video on YouTube and via article placements with syndicates Brandpoint and NAPS to help spread the word about the combined benefits of energy efficiency and green power as the path toward a clean energy future and a healthier environment.

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2020 ENERGY STAR Most Efficient Criteria and Resources

The [ENERGY STAR Most Efficient](#) consumer pages now reflect the appliances currently recognized for 2020, including clothes dryers, clothes washers, dehumidifiers, dishwashers, refrigerators and freezers, and room air conditioners. ENERGY STAR Most Efficient recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation. This award truly represents the best of ENERGY STAR.



Please [check the website](#) to see if your ENERGY STAR Most Efficient product is listed to ensure we are sharing the most up to date information with consumers. If not, please contact mostefficient@energystar.gov to work toward getting your product listed. You can also request the 2020 graphic files and guidelines for using the mark.

Additional information can be found on the [2020 ENERGY STAR Most Efficient Criteria](#) page. Take advantage of the [2020 ENERGY STAR Most Efficient Sell Sheet](#) to help your sales team communicate the benefits of ENERGY STAR Most Efficient appliances to your consumers.

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Looking Ahead to 2020 Appliance Promotions

Together with your participation, we had a very successful 2019 resulting in more than 732 million impressions in print, online, and social media, 5 million video views, and more than 325,100 pageviews of our featured product pages. We hope you will join us in continuing to raise awareness about the benefits of ENERGY STAR certified appliances in upcoming promotions. Updated materials for [Flip Your Fridge](#) and [Laundry](#) are now available, as well as [Cooling](#) featuring room ac.



For each promotion, we have added a new “messaging & materials guidance” PowerPoint deck that provides an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.

You can always find the annual outreach plan calendar and take advantage of the latest marketing materials and messaging available at energystar.gov/marketing_materials.

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Save the Date for the 2020 ENERGY STAR Products Partner Meeting

EPA is pleased to announce that planning is underway for the 2020 ENERGY STAR Products Partner Meeting for appliances, electronics, electric vehicle supply equipment (EVSE), HVAC, lighting, smart thermostats, and water heaters.



This year's meeting will take place Tuesday, October 27 - Thursday, October 29, 2020 in Denver, Colorado. In the event that social distancing persists, we are designing the meeting so we can convene virtually over the same dates. EPA has exciting content and connections planned for you in either case, so please hold October 27 - 29 for ENERGY STAR. We will keep you posted on our plans as the dates get closer.

If you are interested in learning more about how you can participate as a partner, or if you have additional questions, please email partnermeeting@energystar.gov.

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Appliance Specification Updates

Room Air Cleaners: EPA released the [Final Room Air Cleaner Specification](#) on October 16,

2019, with an original effective date of July 17, 2020. In light of widespread and unanticipated supply chain disruptions, and in response to broad stakeholder concern, **EPA is now delaying the effective date until October 17, 2020**. As part of the specification revision, EPA also updated the ENERGY STAR room air cleaner disclaimer label. More information about this update and the labeling requirements can be found in the [webinar slides](#) EPA presented in October 2019.

Dishwashers: EPA [launched a specification revision](#) for this category on March 10, 2020, and comments for Draft 1 were due May 18, 2020. If you are not already a dishwasher contact for your organization and would like to receive communications related to dishwashers, please update your contact information via [MESA](#).

In 2020, EPA also anticipates launching new specification development efforts for microwaves and miscellaneous refrigeration products. If you are interested in receiving communications related to any of these products please fill in this [form](#) or send an email to appliances@energystar.gov with your name and indicate which products are of interest.

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