



2008 ENERGY STAR® Appliance Partner Meeting





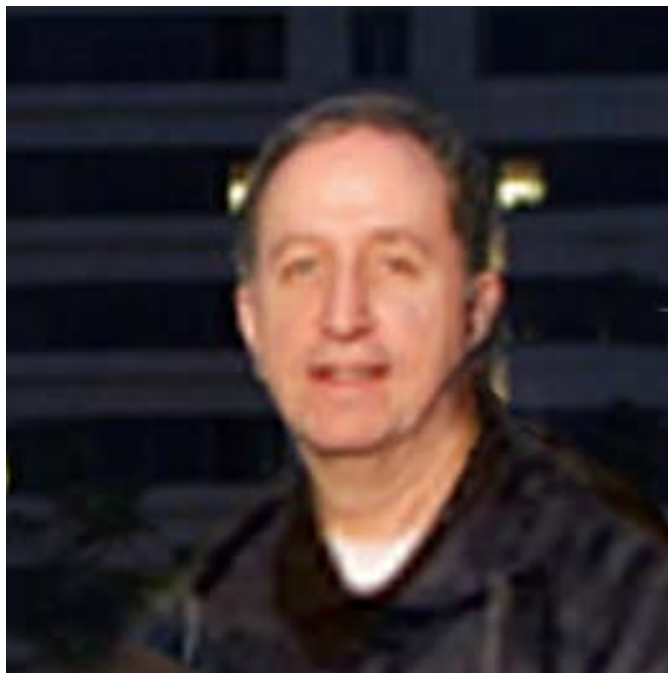
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Show old Frigidaire
commercial



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Our goals



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Since last year, DOE has...



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RESULTS: Many partners
joined the first year effort



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Thank-Yous to Manufacturers



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Thank-Yous to Retailers



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WWW.ENERGYSTAR.GOV

Make A New Day for Someone This Year...PAY DAY!

goodwill (740) 347-7023

You donate clothing and housewares to Goodwill, we turn donations into jobs.

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FINISHED BY YOU

Trading in old appliance could yield free fridge
Web site compares refrigerator performance

BY JOHN JARVIS - THE MARION STAR - JUNE 4, 2008

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WALDO - Besides a light bulb that you're pretty sure goes out when you close the door, your refrigerator may hold cold, hard cash.

Not literally, probably, but in the form of energy savings that are to be had if your existing unit is an inefficient electricity user and you purchase a more efficient one.

Marion Appliance and Robin's Best Bedding in Waldo are trying to make customers aware of the possible savings in the long run through a sales promotion, which began April 28 and ends July 28.

If the refrigerator you trade in when you purchase a new unit turns out to be the oldest in-service refrigerator received by Marion Appliance and Robin's Best Bedding in Waldo, the store also will reimburse you for the total price, said Brandon Eckard, sales representative.

The promotion grew out of a program started by the U.S. Department of Energy and Energy Star to "educate and let people know how much their old energy hog was using," Eckard said. Generally, if your refrigerator is more than 15 years old, you may be spending about \$55 a year more for electricity than you would if you had an Energy Star model, according to the Energy Star Web site.

Using Energy Star's www.recyclerollitup.com, the store can estimate the amount of money a customer can save depending on the performance of their current refrigerator. The Web site also is available to the general public.

Eckard cited as an example one customer who turned in a model from the 1980s, which the Web site indicated cost the customer \$212 annually to operate, compared to the new one they were purchasing, which cost \$48 annually, for an annual savings of \$164.

"Over the course of the life of a refrigerator they're going to have it paid for in money saved in energy," Eckard said.

Don Millard, co-owner with his wife of Marion Appliance Inc., said the promotion is receiving a strong response; about 20 old refrigerators had been turned in as of Friday.

"It's going very well," he said. "We're not telling you you have to come buy a refrigerator. We just want you to think about it. People do take their refrigerator for granted, they open the door, 'Is the milk cold?' They're becoming much more aware of how much more efficient a front-loading (clothes washer) is, because that's what everybody's talking about, but they don't think about their refrigerator."

The promotion is being co-sponsored by WAMR, Bucks County and Energy Star.

As part of a contest for Energy Star appliance dealers, Eckard also is decorating an old refrigerator in an effort to win a trip for Marion Appliance representatives to Washington, D.C., where the winning refrigerator would be displayed at the Department of Energy.

"We're actually going to paint it like an [08 State football helmet](http://www.2008statefootballhelmet.com)," he said.

The nationwide Marketing Group, of which Marion Appliance is a member, recently was recognized by the [Equipment Protection Agency](http://www.EquipmentProtectionAgency.com) for excellence in Energy Star promotion, Millard said.

He said customers that have purchased refrigeration products at the store in the first month of the promotion will save more than \$1,775 kilowatt hours over the next five years through Energy Star products. He said the usage represents \$9,339 over the period.

Eckard, sales representative.

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Thank-Yous to Retailers
(continued)

Thanks-Yous to EEPS and
Recyclers



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Thank-Yous to Educators:



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I hope that you, our ENERGY STAR partners, found the first year of the campaign to be a good foundation for the future.



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Winners of the YouTube Video Contest

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