



PROMOTING ENERGY STAR CERTIFIED CEILING FANS

The simple
choice for
energy
efficiency.



What is ENERGY STAR?

ENERGY STAR is the U.S. government-backed symbol for energy efficiency. It identifies products in more than 60 categories, including ceiling fans, that use less energy without sacrificing performance or quality. ENERGY STAR certified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR certified products:

- Save energy
- Save money
- Save the environment

How do ceiling fans earn the ENERGY STAR?

ENERGY STAR certified ceiling fans meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA). ENERGY STAR certified ceiling fans move air more efficiently, are laboratory verified, and come with a 30-year motor warranty and a two-year light kit warranty.

Why sell ENERGY STAR certified ceiling fans?

- More than **90% of households** nationwide recognize the ENERGY STAR label.
- By using less energy, certified ceiling fans reduce **greenhouse gas emissions** caused by burning fossil fuels at power plants.

- It saves your customers money—certified fans with lights are 60% more efficient than conventional fan/light units, saving **\$120 in energy costs** over the fan's 14- year lifetime.
- Consumers are looking for ways to reduce their energy bills and help the environment. Partnering with ENERGY STAR can **increase sales and customer loyalty**.

What in-store promotion ideas are available?

- Print and place ENERGY STAR hang tags on all displayed certified models.
- Co-brand a poster or banner with a retailer, manufacturer, or utility.
- Check with your local utility to see if there are incentives that you can market in- store.
- Distribute window decals for display on retailers' windows.
- Use an in-store or event banner to draw attention to a display of all your certified energy-efficient products.
- Offer sales associate training on certified products.