



Co-Branding with **ENERGY STAR**[®]

ENERGY STAR Products Partner Meeting

Melissa Klein, U.S. EPA

Denver, Colorado

October 4-7, 2010



Learn more at energystar.gov

Today's Session

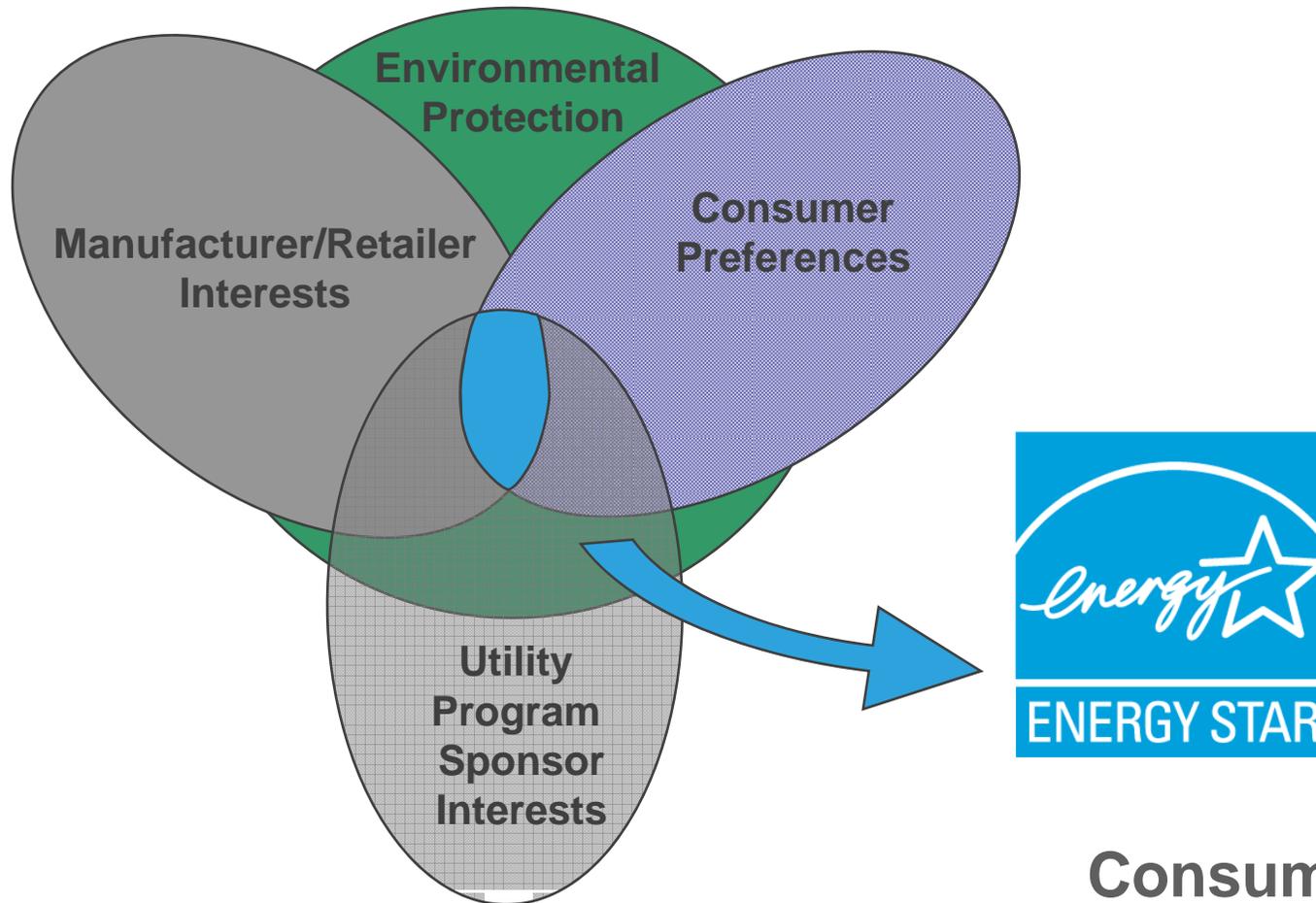


- ENERGY STAR Today
- Guidelines for Using the ENERGY STAR
 - ENERGY STAR Marks
 - Avoiding Logo Misuse
 - Great Examples
 - Energy Efficiency Program Sponsors
 - Retailers
 - Manufacturers
- Join Us!
 - ENERGY STAR Reaches Out To Consumers
 - Change the World, Start with ENERGY STAR Campaign
 - Resources



ENERGY STAR Today

ENERGY STAR Today: Broad Platform



Consumer is Key

Why ENERGY STAR Works



- **Credible** – recognized, trusted symbol – government backing provides objective, third-party information upon which businesses and homeowners can make informed decisions
- **Market-based** – program works to identify market barriers to broader adoption of energy efficiency and develop strategies and related tools for overcoming barriers to alter decision making for the long-term
- **Financially smart** – consumers can save money on utility bills and businesses can make money selling efficient products and services.
- **Environmentally beneficial** – reducing energy consumption helps individuals reduce their carbon footprint, organizations meet corporate sustainability goals, and states and utilities meet local mandates to reduce greenhouse gas emissions and control air pollutants such as mercury, SO_x and NO_x

ENERGY STAR in the U.S. Market



Residential

Labeled Products

- 60+ products / 2000 manufacturers
- 10-60% more efficient

Labeled New Homes

- 20-30% more efficient

Home Improvement

Services

- beyond products
- ducts / home sealing
- whole home retrofits



Commercial / Industrial

Corporate energy management

- benchmarking, goals, upgrades (mgmt & systems --not widgets)
- whole building labeling for excellence
- technical assistance

Labeled Products

- for plug load, not system components

Industrial

Small business initiative

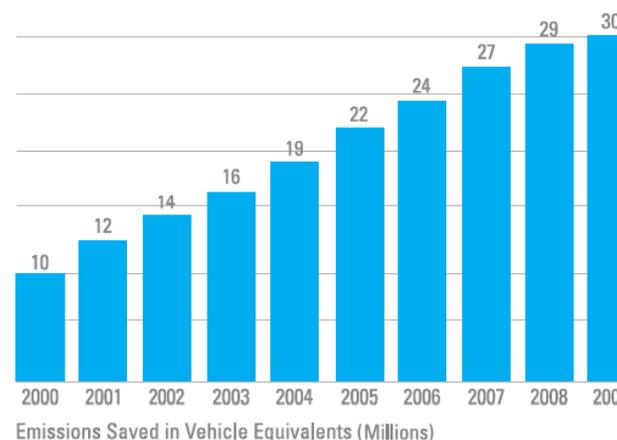
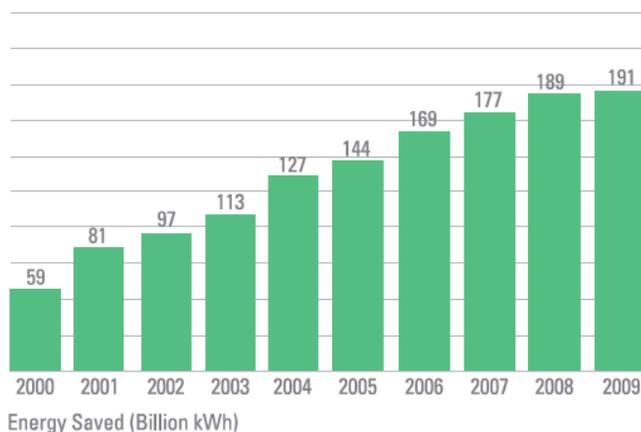


International partnerships – Canada, EU, Japan, etc.

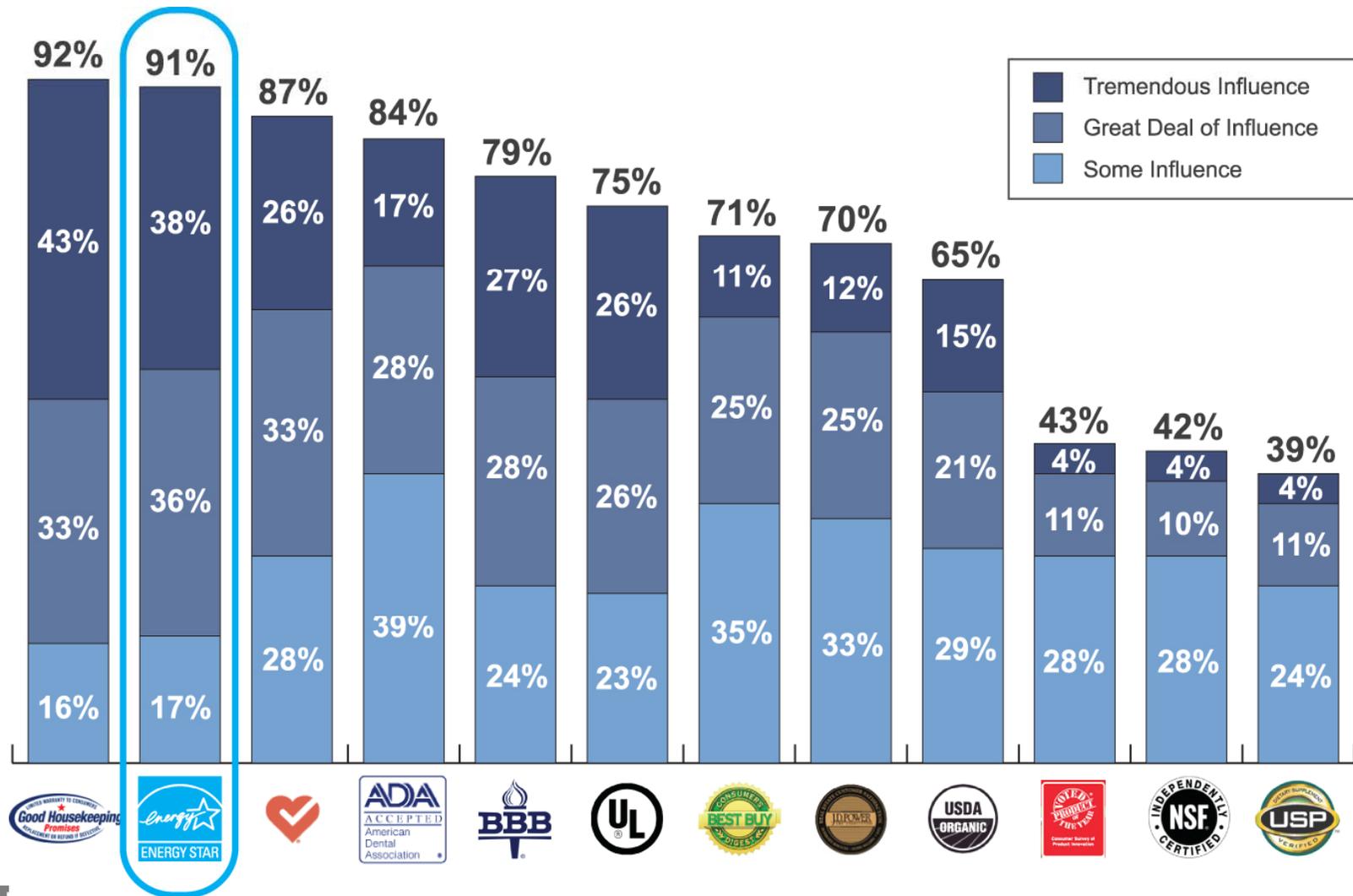


Success: 2009 Accomplishments

- Americans with the help of ENERGY STAR prevented 45 million metric tons of GHG emissions— equivalent to 30 million vehicles and saved nearly \$17 billion on energy bills
- Over 75% consumer awareness
- 17,000 partners
- More than 3 billion qualified products sold since 2000
- Over 1 million new homes are ENERGY STAR
- Tens of thousands buildings benchmarked and thousands upgraded



ENERGY STAR is one of the most influential labels in the marketplace



Source: Fairfield Research, July 2009



Guidelines for Using the ENERGY STAR

To Protect ENERGY STAR Integrity for All



Identity Guidelines for Partners:

- No implication of endorsement by EPA or DOE
- No alteration or distortion
- No disparaging use
- Only used in association with ENERGY STAR qualified products, homes, or buildings
- Partners are responsible for their own use of the ENERGY STAR marks, and their representatives, such as ad agencies and implementation contractors
- ENERGY STAR should always appear in capital letters
- The registration symbol ® must be used with the first time the words ENERGY STAR appear in material



Please refer to the ENERGY STAR Identity Guidelines document for additional information at https://www.energystar.gov/index.cfm?c=logos.pt_guidelines.

ENERGY STAR Marks



Use the **Certification Mark** as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.



Use the **Promotional Mark** in public education campaigns on the benefits of ENERGY STAR.



Use the **Linkage Phrase Marks** in marketing materials and on Web sites to show that your company sells either ENERGY STAR qualified products or offers services that can deliver ENERGY STAR performance levels.



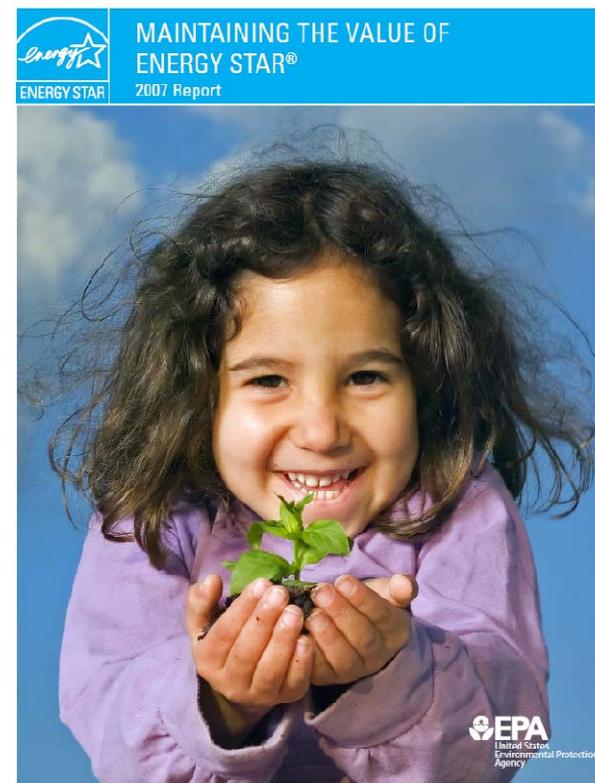
Use the **Partner Mark** to promote your company's commitment to and partnership in the ENERGY STAR program.

Protecting the Integrity of ENERGY STAR



Across ENERGY STAR

- More product testing
- Logo monitoring/policing
- Specification revisions
- QA/QC
- Enhanced verification





Avoiding Logo Misuse

Avoid Misuse of ENERGY STAR in Text



INCORRECT:	CORRECT:
<ul style="list-style-type: none">• ENERGY STAR certified• ENERGY STAR rated• ENERGY STAR endorsed• ENERGY STAR approved• ENERGY STAR compliant	<ul style="list-style-type: none">• Products that have earned the ENERGY STAR• ENERGY STAR qualified products
<ul style="list-style-type: none">• ENERGY STAR[©]• ENERGY STAR[™]• ENERGY STARSM• ENERGY STAR[®]• ENERGY STAR ®• ENERGY STAR ®	<ul style="list-style-type: none">• ENERGY STAR[®] <i>(superscript, no space)</i>

ENERGY STAR Marks



<p>CURRENT:</p>	A banner for the Energy Star Pledge. It features the Energy Star logo on the left, the text "CHANGE THE WORLD, START WITH ENERGY STAR" and "Take the ENERGY STAR Pledge" in the center, and a photo of a diverse group of people. On the right is a smaller Energy Star logo with the text "LEARN MORE AT energystar.gov" below it.
<p>OUTDATED:</p>	A square logo with the Energy Star logo at the top and the text "CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR" below it.
<p>INCORRECT:</p>	Three examples of incorrect Energy Star logos. The first is a tilted logo with the text "LEARN MORE AT energystar.gov" below it. The second is a logo with the text "LEARN MORE AT energystar.gov" above the Energy Star logo. The third is an orange-colored logo with the text "LEARN MORE AT energystar.gov" below it.

Avoid Logo Misuse in Marketing Materials



- Company is an ENERGY STAR partner
- Equipment is not ENERGY STAR qualified
- Use the ENERGY STAR Partner Mark:
 - Near company's name
 - Cannot place on equipment

Online or Print Company Advertisement

Reduce energy consumption with this **non-ENERGY STAR** qualified equipment!

Save X% amount of natural gas over X years with our energy-efficient equipment that is not ENERGY STAR qualified.

Non-ENERGY STAR Qualified

An advertisement for a commercial kitchen appliance. The text says "Reduce energy consumption with this non-ENERGY STAR qualified equipment!" and "Save X% amount of natural gas over X years with our energy-efficient equipment that is not ENERGY STAR qualified." The image shows a chef in a kitchen next to a large stainless steel appliance. A red circle with a diagonal slash is drawn over the Energy Star Partner logo on the appliance. A blue arrow points from the bottom left of the advertisement to the Energy Star Partner logo in the footer.

ENERGY STAR PARTNER

ENERGY STAR Partner, Inc.

Avoid Logo Misuse in Company Ads or Specification Sheets



- One model earns the ENERGY STAR and one does not
 - Advertisement must be clear
- Ensure the ENERGY STAR is only on the qualified model
- Add a **note** under the ENERGY STAR Certification Mark listing qualified models

Online or Print Company Advertisement

ENERGY STAR Partner, Inc.

Non-ENERGY STAR Qualified Model#XXXX

Capacity: X.X cu. ft.
Freezer Section: X.X cu. ft.
Overall: X.X cu. ft.
Refrigerator Section: X.X cu. ft.

ENERGY STAR Qualified Model#YXYX

Capacity: X.X cu. ft.
Freezer Section: X.X cu. ft.
Overall: X.X cu. ft.
Refrigerator Section: X.X cu. ft.

Approvals:

When Talking About ENERGY STAR: Don't Imply Endorsement



INCORRECT:

“The ENERGY STAR Program gives Acme’s CFLs the thumbs up!”

CORRECT:

“Acme has partnered **with EPA’s ENERGY STAR Program** to save energy and fight climate change.”

“Look for CFLs that earn the ENERGY STAR at Joe’s Acme.”



Great Examples: Energy Efficiency Program Sponsors



Why choose an ENERGY STAR[®] qualified CFL?

Compared to an incandescent bulb, each CFL

- ⚡ SAVES ENERGY**
 - Uses about **75 percent less energy**
- 🕒 LASTS LONGER**
 - Lasts about **10 times longer** (great for hard-to-reach fixtures)
 - Comes with a 2-year manufacturer warranty
- 🌬️ EMITS LESS HEAT**
 - Produces nearly 75 percent less heat so it's cooler in the summer
- 💰 SAVES MONEY**
 - Could **save you \$25-\$71*** in electricity costs over its lifetime
 - Lasts so much longer that, on average, you only need to purchase one CFL for every 10 incandescent bulbs

In 2007, Americans saved \$1.5 billion by switching to ENERGY STAR[®] qualified CFLs.

*Savings are based on the 2009 Energy Information Administration's YTD average retail price of electricity at 11.55 cents per kilowatt-hour for residential customers and assumes an 8,000-hour lifetime. Actual savings may vary based on usage and rates.

LEARN MORE AT energystar.gov

🌱 HELPS PROTECT THE ENVIRONMENT

- Replacing just one incandescent bulb with a CFL in every American home would prevent greenhouse gases equivalent to the emissions of more than 800,000 cars

ComEd's **Smart Ideas for Your Home[™]** program provides instant discounts on select ENERGY STAR[®] qualified CFLs at retail stores. Install now to start saving today!

Find participating retailers and details at ComEd.co

ComEd's ENERGY STAR Lighting Brochure



Choose the Right CFL

NOTE: If your fixture is on a dimmer or three-way switch, be sure to select a bulb that is designed to dim or for three-way use.

	Table/Floor Lamps	Pendant Fixtures	Ceiling Fixtures	Ceiling Fans	Wall Sconces	Recessed Cans	Track Lighting	Outdoor Covered	Outdoor Exposed
Spiral									
Covered A-19									
Candle									
Tubed									
Candle									
Indoor Reflector									
Outdoor Reflector									

HOW MANY WATTS DO I NEED?

Watts actually measure power, not light output or brightness, which is measured in lumens. The lumens measurement is the same between incandescent bulbs and their CFL equivalents, while wattage is not.

Incandescent Bulb (watts)	Minimum Light Output (lumens)	Energy Star Qualified CFLs (watts)
40	450	9-13
60	800	13-16
75	1,100	18-25
100	1,600	23-30
150	2,600	30-52

WHAT COLOR SHOULD I CHOOSE?

With CFLs, you have color options for your white light. Light color is measured on the Kelvin scale (K). As you see below, lower numbers mean the light appears more yellow and higher numbers mean the light is whiter or bluer.

Warm White, Soft White	Cool White, Bright White	Natural or Daylight
Standard color of incandescent bulbs	Good for kitchens and work spaces	Good for reading
2700K	3000K	3500K
4000K	5000K	6500K



MidAmerican Energy Company - Microsoft Internet Explorer provided by ICF International

http://www.midamericanenergy.com/ee/ia_res.aspx

File Edit View Favorites Tools Help

Google Search Share Sidewiki Check Sign In

MidAmerican Energy Company

MidAmerican ENERGY
OBSESSIVELY, RELENTLESSLY AT YOUR SERVICE.

Save some green

search

energy efficiency home | iowa

Overview | Energy-Saving Tips | Energy-Savings Information | Save Energy & Money | Energy Calculators

Save some green.[®] with Residential Rebates

Get Rebates >>

ENERGY STAR PARTNER

Weekly Tip

Seasonal Tips

HDTV High Energy Television: Most LCD and plasma televisions use energy wisely; however, these sets, reaching up to 103 inches in size, are giants compared to tube TVs, and it takes more energy to light their screens.

Read More

Trade Ally Central | For Kids & Teachers | Helpful Links | Contact Us

How energy efficient is your home?

HomeCheck[®] Online

OR

HomeCheck[®]

Get Started >>

Call 800-545-0762 for a free home energy audit.

MidAmerican Energy's Energy Efficiency Program page



The screenshot shows a Microsoft Internet Explorer browser window displaying the PECO Smart Home Rebates page. The browser's address bar shows the URL: <http://www.pecosmartideas.com/programsandrebates/residential/homerebates.html>. The page features a navigation menu with links for Residential Customers, Business Customers, Customer Education, Going Green, In The Community, and Reliability. The PECO logo is visible in the top right corner. The main content area is titled "PECO Smart Home Rebates" and includes a sub-menu with options like Overview, Find Retailers, Retail Products, Qualifying Equipment, Appliance Lookup, Events, and FAQs. A prominent banner reads "Money-guzzling Monsters May Be Lurking in Your Home" and includes a red circle around the text "on ENERGY STAR® qualified appliances and HVAC equipment, upgrade now to save energy and money." A blue button labeled "SUBMIT YOUR APPLICATION ONLINE" is positioned at the bottom of the banner. The browser's taskbar at the bottom shows the Internet Explorer icon and a 100% zoom level.

PECO's

ENERGY STAR Qualified Appliance and HVAC Rebate Page





Great Examples: Retailers

Best Buy and Sears



English | Español

BEST BUY Weekly Ad Store Locator Outlet Center Gift Center 0 items

Gift Cards Credit Cards Reward Zone® Customer Service Wish List Order Status My Account

TV & VIDEO - AUDIO - CAR - CAMERAS & CAMCORDERS - COMPUTERS - PHONES & OFFICE - MUSIC & MOVIES - GAMES & TOYS - HOME & APPLIANCES -

SEARCH FOR Keyword or Item # All Categories Welcome. Please create an account or Sign In.

Best Buy was named a 2008 ENERGY STAR® Award Winner.

As an ENERGY STAR partner, Best Buy is committed to protecting the environment while still saving you money with energy-efficient ENERGY STAR qualified products. We're also the proud recipient of the 2008 ENERGY STAR Award for Excellence in Appliance Retailing.

The ENERGY STAR difference.

You can buy products that truly make a difference. Products that save you money because they cost less to operate and products that use less energy, so they help to conserve natural resources -- all without sacrificing quality or performance.

Special Offers & Rebates

Rebates up to \$100 are available on qualifying products. Use the ENERGY STAR Rebate Finder* to find special offers and rebates available in your area.

en español find a store Sears Credit Cards customer service Shopping Cart

Welcome, sign in or register

View All Departments All Products

APPLIANCE QUESTIONS? call 1-888-295-5965 call me now

ENERGY STAR: Rebate Finder and Qualified Appliances Live Greener

Top Categories: Washers and Dryers Refrigerators Dishwashers Microwaves Cooling Appliances Freezers and Ice Makers Vacuum & Floor Care Small Kitchen Appliances Cookware and Gadgets Bakeware Air Conditioners, Fans and Heaters Water Heaters

More Ways to Shop: Outdoor Cooking Appliances Top Rated Appliances Clearance Urban Store Assortment Brand Innovation Everyday Great Prices

Other Cool Links: Outdoor Cooking Experience Kitchen Remodel Advisor Laundry Advisor Refrigerator Advisor

the big switch IS ON

Do your part to help the world. And enter for a chance to win a suite of ENERGY STAR® qualified appliances. LEARN MORE >>

SHOP CATEGORIES: Small kitchen Appliances, Microwaves, Washers & Dryers, Refrigerators, Dishwashers

RELATED LINKS: Delightful Parts and Accessories Saving & Smart Care Stacked Laundry Units

write a review and you will be entered to WIN A \$2,500 SEARS GIFT CARD learn more

SAVE MONEY AND HELP THE ENVIRONMENT

In 2009, Best Buy® sold enough ENERGY STAR® qualified televisions to collectively save our customers more than **40,000,000 in energy costs!**

Learn more at BestBuy.com/green

40" Class 1080p 60Hz LCD HDTV
40" measured diagonally, 3 HDMI input, 1 USB input and 1 PC input. (LN140CS3011KZA) SKU: 9783506 Reg. Price 749.99

SAVE \$50 **\$699.99** Also Free

49" Class 720p 60Hz LCD HDTV
49" measured diagonally, 1 HDMI input and 1 PC input. (LN19CS3011DZA) SKU: 9773347 Reg. Price 299.99

SAVE \$20 **\$259.99** Also Free

BRING IN ANY E PRODUCT TO R SAVE \$20 ON SELECT ENE

We strive to off that help dimini

7-Outlet Energy-Saving Surge Protector by a master outlet, 1 by turning off power to equipm SKU: 9256849/9394448

15% OFF ALL KENMORE APPLIANCES

OR **10% OFF ALL OTHER BRANDS**

Exclusions apply. See details.

Shop Appliances >

Only Sears carries the **TOP 10 BRANDS**, including the **NEW** Kenmore & Kenmore Elite.

Have you made the big switch? **SAVE MONEY. LIVE GREENER.** And send a few old appliances to greener pastures.



Lowe's and Nationwide



Ask the Experts
Questions about saving energy and water?
Get Answers ▶

ENERGY STAR WATER SAVING

1 2 3 4 5 II

THE NEW ENERGY STAR "APPLIANCE"

THE POWER OF ENERGY STAR® BRAND

If you could tell a brand that over 75% of Americans recognize and trust, that promises consumers high-quality, energy-efficient performance, and that saves your consumers money every time they use the product, would you? If you sell ENERGY STAR qualified products, you already do. As consumers continue to search for ways to save money at home, and become more concerned about the impact we have on the environment, an increasing number of them are turning to ENERGY STAR to help them identify energy-efficient, environmentally friendly products.

Nationwide Marketing Group is a long-time partner with ENERGY STAR and is here to help you optimize your sales of ENERGY STAR qualified products. In past years, we have mainly focused on appliances, but ENERGY STAR offers much more, including a full range of ENERGY STAR home electronics. We would like to let you know about

DVD players, cable boxes and other electronics, collectively account for more than 10 percent of a home's total electricity use, and this is growing. What is also growing is how many electronics the average household has, which is now up to three televisions and two DVD players or recorders and the amount of energy some of these products use individually. In fact, some of the largest, high-resolution, direct-view (versus rear projection products) TVs can use as much electricity each year as a new refrigerator or roughly 500 kWh/year. This rise in electricity

ENERGY STAR AWARD 2010
SUSTAINED EXCELLENCE

2010 ENERGY STAR® Sustained Excellence Retail Partner

Lowe's is recognized by the EPA for saving you money and energy eight years in a row.

Learn More ▶

1 2 3 II

GET MORE FROM YOUR HOME BY USING LESS

Make your home more energy and water efficient with helpful tips from Lowe's. It's good for your pocketbook and good

- Save Energy
- Save Water
- Money-saving Projects
- Related Products

The average home has two TVs, three telephones, and a DVD player. If these items were replaced with ENERGY STAR® qualified models, it would save over 25 billion pounds of greenhouse gas emissions, equivalent to that of more than 2 million cars. Simple actions can make a big difference.

SAMSUNG 32" 720p LCD HDTV

The 30,000:1 contrast ratio sharpens the picture and an 8ms response time greatly improves action scenes. You'll also enjoy more brilliant colors with wide color enhancer.

\$549
+ \$50 Rebate
(EPA Model 10-11-10-01)

WHICH SAMSUNG TV IS RIGHT FOR YOU?
Samsung TVs offer world-class picture quality, design and energy efficiency. Find the TV that's perfect for you: LCD, LED or Plasma from 19" up to 55".

LEARN MORE AT energystar.gov

Bring Some Color Into Your Home and Save
With SAMSUNG'S 40" Touch of Color™ LCD HDTV!

SAMSUNG 40" 1080p LCD HDTV WITH TOUCH OF COLOR™

Contrast and brightness levels achieve new heights in this LCD TV. Watch movies and shows come to life with enhanced details in very dark or bright scenes. Enjoy a more realistic, sharper picture quality that's sure to catch your eye. Media2Go™ feature lets you access countless hours of content from your favorite websites.

\$1599
+ \$250 Instant Rebate
(EPA Model 10-11-10-01)

TOUCH OF COLOR™
Make a statement with Samsung's new Touch of Color™ design. It features a hint of color naturally blended into the traditional piano black frame. Transforming our already stylish TVs into a work of art, it truly is unlike anything you've ever seen.



Sam's Club and Walmart



ENERGY STAR® Savings at Sam's Club

Sam's Club is committed to helping you save money and protect the environment by offering a wide variety of ENERGY STAR qualified products for your home and business. ENERGY STAR products not only save you energy, they save you money and help fight climate change by meeting strict energy-efficiency guidelines set by the U.S. Environmental Protection Agency (EPA). And all this without sacrificing the quality, performance, or value you expect from Sam's Club.

Did you know that according to Energy Star, the typical household spends more than \$2,200 a year on energy bills? With ENERGY STAR, you can save almost one-third or more than \$700!

Sam's Club is always looking to help you save more money. Be sure to look for the ENERGY STAR label on products online and in our Clubs.

Home Electronics



Sam's Club carries a variety of ENERGY STAR qualified home electronics – from TVs to sound systems to DVD players. With ENERGY STAR qualified electronics you can get the high-quality entertainment you are looking for from your home theatre system, and also feel good about the energy you are saving.

- Televisions that are ENERGY STAR qualified save consumers, on average, \$45 in direct energy costs over the lifetime of the product. With an average of 2.8 TVs in each U.S. household, that means about \$134 per household.
- If all TVs sold in the United States met ENERGY STAR requirements, the savings in energy costs would grow to about \$1 billion annually and greenhouse gas emissions would be reduced by the equivalent of about 1 million cars.
- ENERGY STAR qualified TVs are 40% more energy efficient than conventional models, helping you save energy, money and fight climate change by reducing greenhouse gas emissions.
- If all televisions sold in the United States met the new ENERGY STAR requirements, Americans would save \$2.5 billion annually in energy costs while reducing annual greenhouse gas emissions equivalent to the emissions of about 3 million cars.

Office Products



Sam's Club also offers everything you need to equip your office – home or business – with energy-saving, ENERGY STAR qualified products, including tips to save even more money, such as power management.

- Enabling your desktop computer and monitor's power management features can save your office or home office up to \$85 per year. Make sure you enable power management features, which are available on nearly all recent computers and automatically place computers into a lower power "sleep mode" after a designated period of inactivity. The computer wakes up once you move the mouse or hit a key on the keyboard.
- Desktop computers, LCD monitors and multifunction devices (MFD) purchased from Sam's Club that enable power management can save you up to \$375 in utility/electricity/energy costs over the life of the products.
- If all computers sold in the United States meet the ENERGY STAR requirements, the savings in energy costs will grow to more than \$2 billion each year and greenhouse gas emissions will be reduced by the equivalent of greenhouse gas emissions from nearly 3 million vehicles.



Notebooks

23 products sorted by Best Selling

page 1 2

Select Quantity, then click "Add to Cart"

<p>Toshiba Satellite Notebook 2.1GHz, 250G, 15.6" ◆◆◆◆◆ #332834</p> <p>Model: L455D-S5976</p> <ul style="list-style-type: none"> • AMD Sempron™ PCs SI-42 • 2GB DDR2 (max 8GB) • Windows  <p>🏠 Delivery: \$398.00</p> <p>Login for Lists ▶ Add to List ▶ Select Acc.</p>
<p>HP Pavilion dv6 Notebook 2.26GHz, 500GB, 15.6" ◆◆◆◆◆ #350718</p> <p>Model: i5-430M</p> <ul style="list-style-type: none"> • Intel® Core™ i5-430M • 4GB DDR3 • Windows® 7 Home Premium 64-bit  <p>🏠 Delivery: \$798.00</p> <p>Login for Lists ▶ Add to List ▶ Select Acc.</p>
<p>HP G61-429Wwm Notebook 2.1 GHz, 250GB, 15.6" ◆◆◆◆◆ #362193</p> <p>Model: G61-429Wwm</p> <ul style="list-style-type: none"> • AMD Sempron™ M120 • 3GB DDR2 • Windows® 7 Home Premium  <p>🏠 Delivery: \$489.00</p> <p>Login for Lists ▶ Add to List ▶ Select Acc.</p>

The Home Depot and Amazon



DO MORE ON EARTH DAY

10% OFF ALL ENERGY STAR® QUALIFIED APPLIANCES \$398 AND MORE

Lets crank up the clean and scale back the energy.

ENERGY STAR® appliances work harder. They help save the earth and they save you up to \$700 a year.

[SHOP APPLIANCES >](#)

BUY BIG. SHIP FREE.
Incredible savings on orders ~~\$49~~ \$49 or more. >

IN-STORE SAVINGS
View your local store ad >

SAVE MONEY, THEN GET SOME MORE BACK

EARN CASH FOR APPLIANCES
Get cash rebates when you buy qualified ENERGY STAR® Appliances at The Home Depot.
[LEARN MORE >](#)

TAX CREDIT ELIGIBLE

RECEIVE UP TO \$1,500 IN TAX CREDIT
Purchase select energy-saving products from 1/1/09 - 12/31/10 and you may be eligible to receive a federal tax credit.



Make a Difference:
Look for the
ENERGY STAR®

[Shop now at Amazon.com](#)



Great Examples: Manufacturers



conserve
to help preserve

2008 ENERGY STAR® Partner of the Year



imagination at work



Dishwashers

- All GE Profile® dishwashers have earned the ENERGY STAR label.
- Replacing a dishwasher manufactured before 1994 with an ENERGY STAR® qualified dishwasher can save you \$30 or more per year in utility costs!*
- The GE Profile dishwasher holds up to 36 place settings at once, so it's possible to wash every dish in a single load.



Washers

- The GE® frontload washer exceeds 2007 ENERGY STAR guidelines.**
- The washer's total energy and water savings can pay for the initial cost of the washer over its life!*
- GE Profile Harmony™ washers save up to 34 gallons of water per average load with the new Hydra Wash™ system!*



Water dispensers

- ENERGY STAR qualified. Save up to 15% more energy with the Energy Saver Setting!*

GE ENERGY STAR
Partner of the Year
Award Catalog





GE Energy Efficient Products: Home - Microsoft Internet Explorer provided by ICF International

http://www.geappliances.com/energy-star-appliances/

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GE Energy Efficient Products: Home



Select Category Search

SHARE Where To Buy en español

- Home
- Products
- Service & Support
- Rebates & Promotions
- Kitchen Design Center
- Recipes & Cooking Communities
- Explore GE Brands

GEAppliances.com Home > Products > Energy Efficient Appliances



GE Energy Efficient Appliances

GE Energy Efficient Appliances

- [Energy Efficient Refrigerators](#)
- [Energy Efficient Dishwashers](#)
- [Energy Efficient Washers](#)
- [Energy Efficient Room Air Conditioners](#)
- [Energy Efficient Dehumidifiers and Air Purifiers](#)
- [Energy Efficient Water Heaters](#)
- [Energy Efficient Water Dispensers](#)
- [Energy Efficient Monogram Products](#)

Make the change to ENERGY STAR®



GE ENERGY STAR qualified appliances offer the benefits of efficiency without sacrificing features, performance, style or convenience.

Today, GE manufactures hundreds of appliance models that carry the ENERGY STAR, making it easy for you to take advantage of any rebates, tax credits or sales tax exemptions on energy-efficient products that your state and local utilities may offer.*

* U.S. Department of Energy



Appliances Rebate Program state-run rebate program

ENERGY STAR® appliances may qualify for an additional rebate from states, funded by a Federal Rebate program.

GE ENERGY STAR Qualified Appliances



[ENERGY STAR Qualified Refrigerators](#)



[ENERGY STAR Qualified Dishwashers](#)



[ENERGY STAR Qualified Washers](#)



[ENERGY STAR Qualified Room Air Conditioners](#)

GE'S ENERGY STAR Page



OSRAM SYLVANIA - Energy Star® Products - Microsoft Internet Explorer provided by ICF International

http://www.sylvania.com/Sustainability/Energy+Efficiency/Products/ENERGYST...

OSRAM SYLVANIA - Energy Star® Products

SYLVANIA ABOUT US | CONTACT US | CAREERS | WHERE TO BUY | STORE | MYSYLVANIA | SEARCH

CONSUMER PRODUCTS BUSINESS PRODUCTS **SUSTAINABILITY** ENERGY LIGHTING 101 CATALOGS

Ballasts For Fixtures
CFLs

Energy Cost Savings Calculator

Home • Sustainability - Our Global Care Commitment • Energy Efficiency • Products • ENERGY STAR • ENERGY STAR-Labeled Products

ENERGY STAR-Labeled Products

The standard incandescent bulbs currently your home have changed very little from Thomas Edison's first light bulb in 1879. Only 10 percent of the energy used by these standard bulbs contribute to light; the other 90 percent is wasted as heat.

ENERGY STAR® -qualified compact fluorescent lamps (CFLs) use 75% less energy than an incandescent lightbulb, so they save you money. And CFLs last up to 10 times longer!

Choose A Light Guide
SELECT THE RIGHT LIGHT FOR THE RIGHT PLACE!

Did you know? The average home has approximately 30 lights. By replacing the five most frequently used bulbs with ENERGY STAR-qualified bulbs, you can save more than \$60 each year in energy costs? (based on a minimum life of 6,000 hours at \$0.10 kWh). If every household in the US did this, we'd reduce air pollution from power plants equal to what's generated by 8 million cars each year!

Internet 100%

Sylvania Lighting Features the ENERGY STAR Choose a Light Guide





ENERGY STAR Reaches Out To Consumers

Engaging People of All Ages



NAME: PepsiCo Green Team

MISSION: FIGHTING GLOBAL WARMING BY: Empowering employees to help make their facilities and manufacturing processes more energy efficient.

SAVINGS SINCE 1998: \$179 million | 20 trillion Btu | 3 billion lbs. CO₂

NEXT PHASE: Winning the softball championship

JOIN PEPSICO IN THE FIGHT AGAINST GLOBAL WARMING. PepsiCo is one of the thousands of organizations saving energy with help from EPA's ENERGY STAR® Program. That means lower energy bills for PepsiCo and a cleaner environment for all of us. Learn how your organization can be a part of the solution at energystar.gov.



Join Leona and Will in the Fight Against Global Warming.

They've joined over one million American families across the country living in ENERGY STAR® qualified homes.

COLLECTIVE SAVINGS TO DATE: \$1.24 billion | 22 billion lbs. CO₂

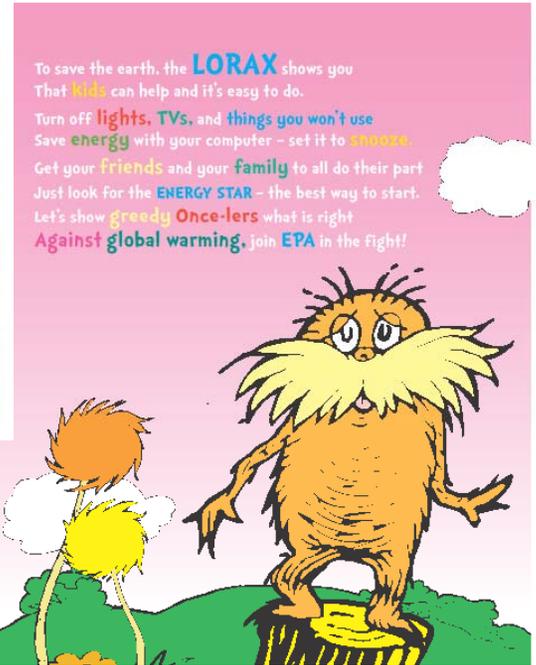
Join Family and EPA in the Fight Against Global Warming.

By choosing ENERGY STAR® qualified products for lighting, and cooling equipment as simple as a fan, you can help protect the environment by saving energy.

SAVINGS SINCE 1998: \$1.24 billion | 22 billion lbs. CO₂



We can all do our part in helping to protect the environment by choosing ENERGY STAR® qualified products, homes, and buildings in our community that have earned the government's ENERGY STAR. Learn more at energystar.gov.



To save the earth, the **LORAX** shows you that **kids** can help and it's easy to do. Turn off **lights**, **TVs**, and **things you won't use**. Save **energy** with your computer – set it to **standby**. Get your **friends** and your **family** to all do their part. Just look for the **ENERGY STAR** – the best way to start. Let's show **greedy Once-lers** what is right. **Against global warming, join EPA in the fight!**

JOIN THE LORAX AND EPA IN THE FIGHT AGAINST GLOBAL WARMING. We can all do our part by making easy changes in our homes, at school, and at work. Learn more at energystar.gov.



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Link to ENERGY STAR Kids



The screenshot shows the ENERGY STAR Kids website in a Microsoft Internet Explorer browser window. The address bar displays the URL: http://www.energystar.gov/index.cfm?c=kids.kids_index. The page features a blue header with the Energy STAR logo, a photo of four children, and the text "ENERGY STAR KIDS BE AN ENERGY STAR!". Below this, there are two callout boxes: a pink one titled "WHAT'S THE WORD? NATURAL GAS" and a green one titled "FUN FACTS" with the text "The U.S. uses nearly a million dollars worth of energy each minute." The main content area is split into two large panels. The left panel has a purple background and features a globe with a "HELP!" sign, the text "YOUR PLANET NEEDS YOU! FIND OUT WHY!" and a green arrow pointing right. The right panel has a yellow background and features the text "YOU CAN MAKE BIG CHANGES! FIND OUT HOW!" and a green arrow pointing right. At the bottom, there is a banner for "Join the LORAX" with a green arrow pointing left and another pointing right. The footer contains links for "Parents & Teachers Area", "Tell Us What You Think!", "Link to Us", "Privacy Notice", "Print Version", and "Text-Only Version". The browser's status bar shows "Done" and "Internet" with a 100% zoom level.



Join Us!: Change the World, Start With ENERGY STAR Campaign

Campaign: Change the World, Start with ENERGY STAR



- Combat climate change
- Launched Earth Day 2008
- Expanded ENERGY STAR Pledge
- Nationwide events with local sponsors
- Focus: youth (8-15) and families
- Community service projects
- National youth organization partnerships
 - Boys & Girls Clubs of America
 - PTO Today
 - Do Something
- Many ways to leverage



Cornerstone: The ENERGY STAR Pledge



CHANGE THE WORLD, START WITH ENERGY STAR

I pledge to:

Replace at least one light in my home with an ENERGY STAR qualified one.
How many bulbs do you plan to replace with an ENERGY STAR qualified bulb? (up to 50) _____

Make my home heating and cooling system work better. I will:

- Set or program my thermostat to save energy while I'm asleep or away from home
- Have my heating and cooling equipment tuned-up by a professional and change my air filter
- Seal obvious leaks and repair disconnections in my home's duct system

Make sure my home is well sealed and insulated. I will:

- Seal my home's envelope (outer walls, ceiling, windows, doors, and floors) with caulk, spray foam, or weather stripping, and add insulation to the attic.

Choose ENERGY STAR qualified equipment for my home office. I plan to purchase a(n):

- Computer
- Monitor
- Multi-Function Device
- Fax
- Ink-Jet Printer

Choose ENERGY STAR qualified home theater products. I plan to purchase a:

- TV
- DVD player
- Home Theater in a Box (sound system)

Enable my ENERGY STAR computer and monitor to sleep while I'm away.

Choose ENERGY STAR qualified products for my kitchen and laundry. I plan to purchase a:

- Clothes Washer
- Dish Washer
- Refrigerator

Purchase ENERGY STAR holiday lights this holiday season. I plan to buy _____ light strings

I'd like to receive quarterly e-mails from ENERGY STAR with energy-saving tips.

*More than
2 million
Pledges*





So the sooner you act, the more you'll save. Learn more about the Lighting & Appliance Program.

[Frequently Asked Questions](#)
[Additional Resources](#)

Today and tomorrow, you can count on BGE for safe, reliable gas and electricity delivery... innovative solutions to your energy needs... value-added energy management support... and environmental responsibility.

Join BGE in taking the ENERGY STAR Change the World Pledge and help make a difference.



[Share This](#)



BGE includes the campaign identifier on its Smart Energy Savers Program, linking users to its pledge page. The pledge page utilizes an iFrame to incorporate the ENERGY STAR pledge.

<http://conservation.bgesmartenergy.com/residential/lighting-appliances>

ComEd also utilizes the iFrame so it gets credit for the pledges taken through this website

https://www.comed.com/sites/HomeSavings/Pages/lightning_pledge.aspx





Sears: Appliances, Tools, Electronics, Apparel and more from Craftsman, Kenmore, Diehard and ot - Microsoft Internet Explorer p

http://www.sears.com/shc/s/nb_10153_12605_NB_showPledge?adCell=W4&infinityCntr=true

File Edit View Favorites Tools Help

Google Search Share Sidewiki Check Translate AutoFill Sign In

Sears: Appliances, Tools, Electronics, Apparel and mo...

Shop Share Solve **Sears** kmart. CRAFTSMAN Kenmore LANDSEND the great indoors Sears Outlet PartsDirect See it all

en español find a store Sears Credit Cards customer service Shopping Cart

Sears
Life. Well spent.

Welcome, sign in or register

View All Departments in All Products GO Deals & Weekly Ad Inspiration & Advice Registry & Gift Cards Catalogs Parts & Services

Need it Now? Buy online. Pick up in store. Learn more marketplace at **Sears.com** shop millions of products

the big switch HOME RESOURCE CENTER TAKE THE PLEDGE

Take the Pledge

Small steps can make a difference for the environment and your wallet. Take the Pledge and be entered for a chance to win a suite of Kenmore ENERGY STAR® qualified appliances.

[See official rules](#) [See what you can win](#)

I pledge to...

Switch out at least one energy-inefficient light in my home with an ENERGY STAR qualified one. I plan to replace lights (max. 50)
[learn more >](#)

Switch out my energy-inefficient appliances with ENERGY STAR qualified appliances for my kitchen and laundry (select all that apply):

- Clothes Washer
- Dishwasher
- Refrigerator

[learn more >](#)

Savings Calculator

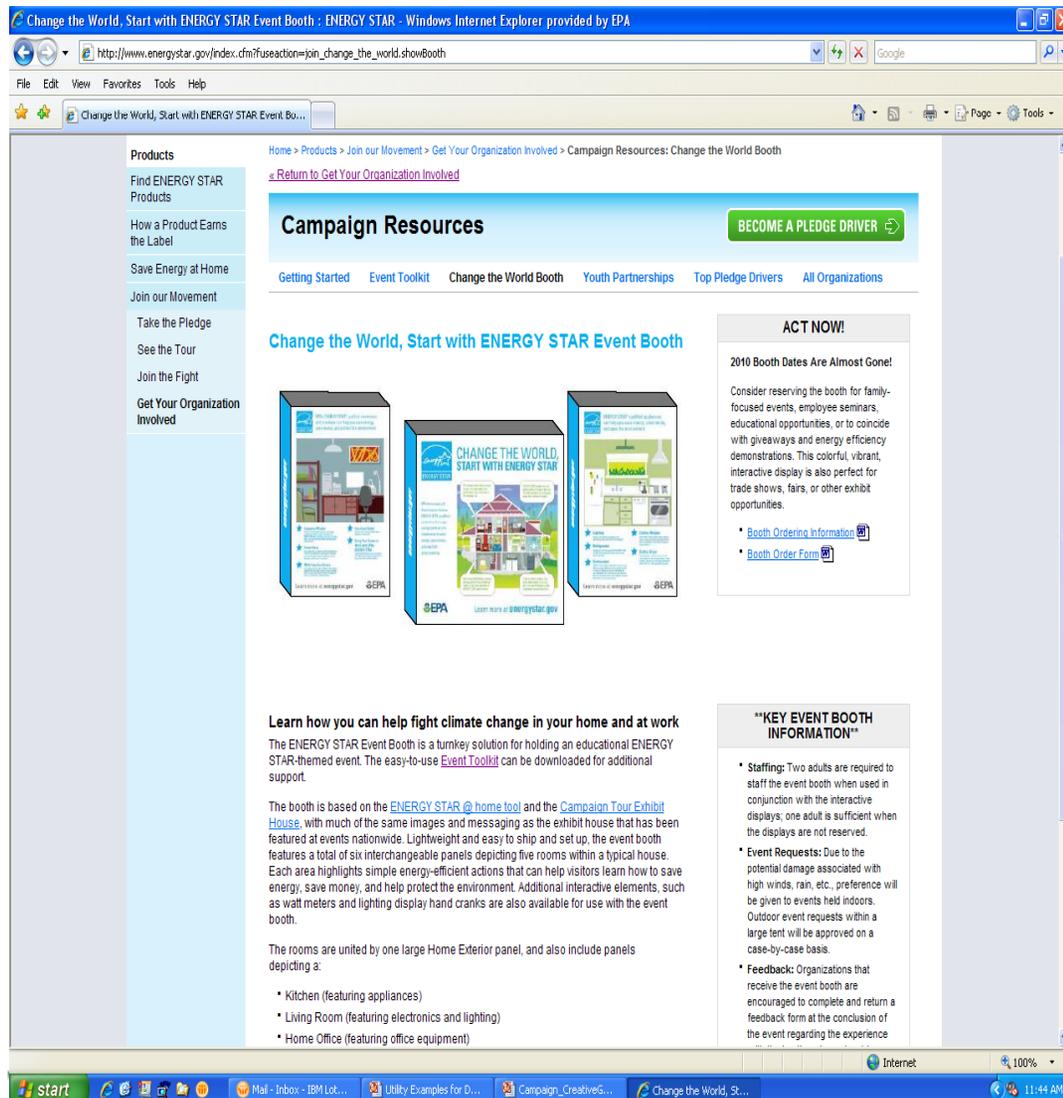
Live Greener

Sears' "The Big Switch" campaign leverages the ENERGY STAR Pledge



Resources

Use Readily Available Resources from EPA



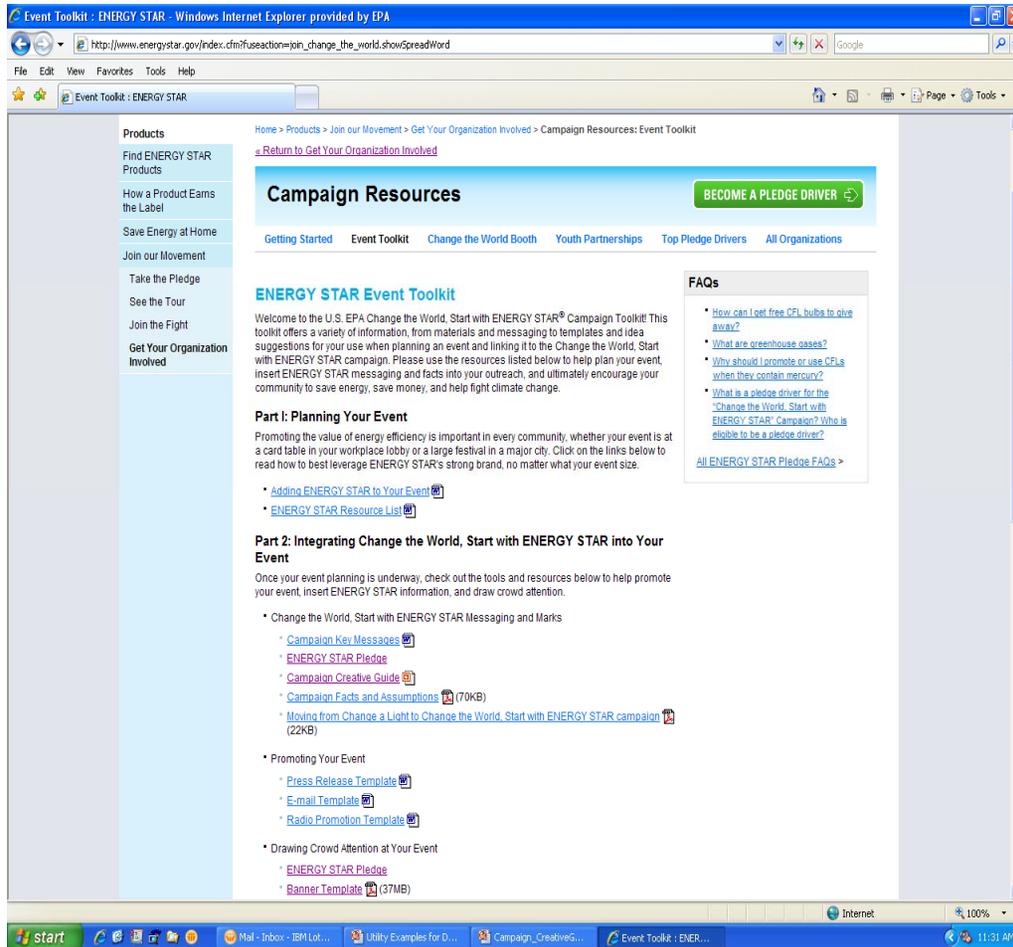
Reserve the new Change the World, Start with ENERGY STAR Event Booth

-Contains much of the same messaging and imagery found in the Campaign Tour Exhibit home, yet smaller, lightweight, easy to ship, and best of all – FREE to use!

-Other interactive elements available:

- Watt meters
- Lighting Display Hand Cranks

Change the World, Start with ENERGY STAR: Planning an Event?



The ENERGY STAR Event Toolkit helps you:

- Plan Your Event by showing how to best leverage the ENERGY STAR brand.
- Integrate Change the World, Start with ENERGY STAR into Your Event through messaging, materials and other resources.
- Take Change the World, Start with ENERGY STAR into Your Community through education and leveraging EPA partnerships and activity guides.



ActOnEnergy Home | Contact Us | About Us

FOR MY HOME | FOR MY BUSINESS | FOR CONTRACTORS | FOR KIDS | MORE RESOURCES

Take the ENERGY STAR® Pledge

CLICK HERE!

[Residential Incentive Programs](#)
[Energy-saving Facts & Tips](#)
[Energy-saving Resources](#)
[Take the Pledge](#)

One Good Turn Deserves Another. Use CFLs. Recycle CFLs.
[Learn how to recycle CFLs.](#)
[Learn how to use CFLs.](#)

Questions?
E-mail
ActOnEnergyResidential@ameren.com

Energy House
This is easy-to-use tool shows you simple things you can do in every room of the house to save energy and money, while helping to protect the environment.

Click on a room or a ★ to learn more.

Ameren Illinois included the ENERGY STAR @ home tool in its web frame, so users don't have to leave the Ameren site.
<http://www.actonenergy.com/for-my-home/energy-saving-resources/energy-house/>





Link in the right-hand navigation bar takes users to a customized version of the ENERGY STAR @ home tool.



<http://www.columbiagasohio.com/en/your-home/YourEnergySolutions/home-performance-solutions.aspx>



E.ON U.S. Home > Home Energy Yardstick



Energy Reference Library

ENERGY STAR® Home Energy Yardstick



ENERGY STAR Home Energy Yardstick WHAT'S YOUR SCORE?

Compare your household's energy use to others across the country and get recommendations for improvement.

What you need to know to get started

- **Your energy use and costs for the last year:** You'll need your last 12 months of utility bills OR a 12-month summary statement from your utility company.
- **Energy sources for your home:** natural gas, electricity, fuel oil, propane and/or kerosene?
- **The square footage of your home.**

Your Home

What is your zip code?

How many people live in your home?

What is the square footage of your home, including the basement?

[More information](#)

Your Fuel Types

In addition to electricity, which fuel type(s) does your home use? Select all that apply. **Maximum 2.**

Natural Gas Propane

Fuel Oil Kerosene

Your Energy Use

Would you like to use **annual** or **monthly** billing information to enter your household's energy use? **?**

Annual
 Monthly

Select the Start Date for the year covered: **?**

Enter Totals for the year:

E.On hosts the
ENERGY STAR Home Energy Yardstick

Helpful Resources



- www.energystar.gov
- www.energystar.gov/logouse
- www.energystar.gov/nationalcampaigns
- www.energystar.gov/publications

Questions?



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 - **Southwest:** Jennifer Clymer: jclymer@icfi.com
 - **West:** Alice Liddell: aliddell@icfi.com
- **Manufacturers:**
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