ENERGY STAR® Sales Associate Training

Clothes Dryers

May 2018

Objectives

By the end of this training, you will be able to:

- Help customers understand the opportunity to reduce heat, reduce energy, and save money by purchasing an ENERGY STAR certified dryer.
- Address customer questions or concerns regarding ENERGY STAR certified dryers.
- Explain ENERGY STAR certified dryer features and benefits to diverse customers.
- Understand the opportunity you have to increase the average dryer ticket price through ENERGY STAR certified dryers.

What is ENERGY STAR?

ENERGY STAR is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment.

ENERGY STAR certified products:

- Save energy
- Save money
- Protect the environment

Why ENERGY STAR Matters to Your Customers

Energy & Cost Savings

- ENERGY STAR certified products save money!
- Reduces energy use = lower energy bills, saving you money

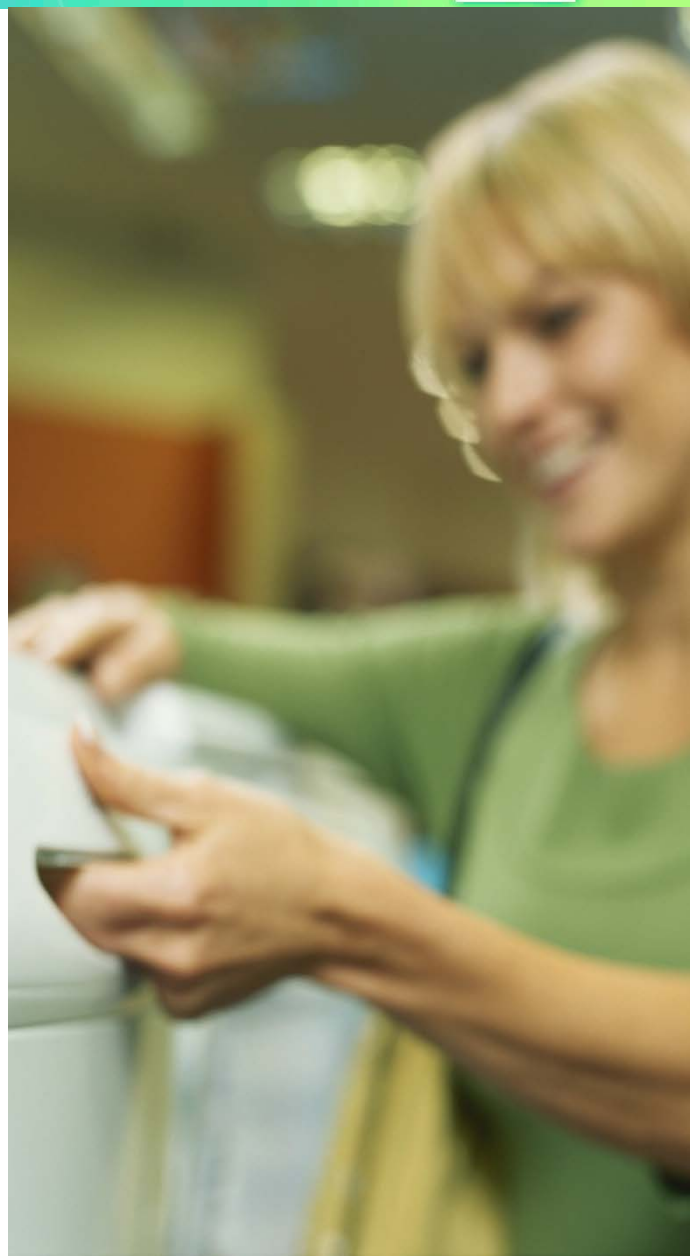
Product Differentiation

- ENERGY STAR certified appliances incorporate advanced technologies and high-efficiency features

Social Value

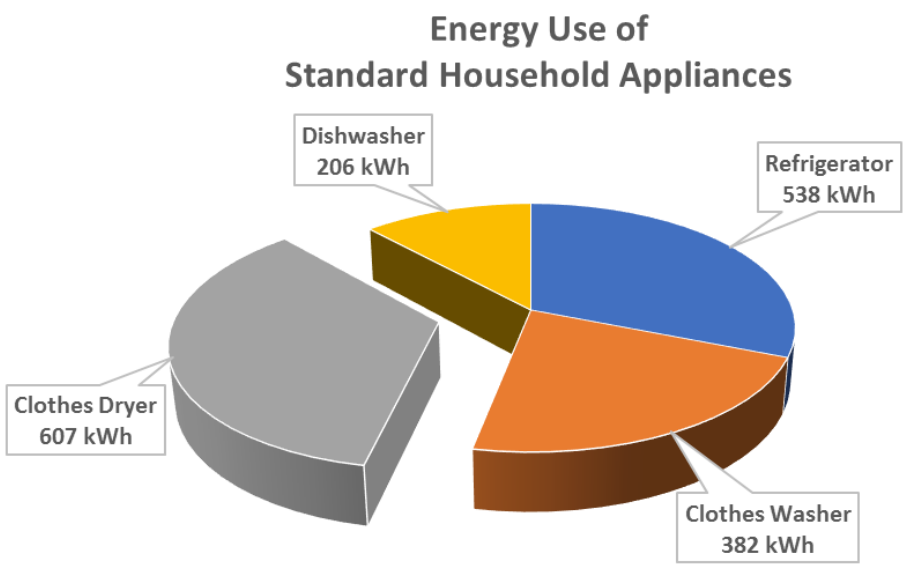
- ENERGY STAR helps your customers be environmentally responsible
- Saving energy helps prevent climate change by reducing greenhouse gas emissions

Help your customers make **smart purchases** to build customer loyalty and increase sales!



How Saving Energy Helps Protect the Environment

- The **power of the individual** makes a difference!
- ENERGY STAR is **the environmental choice that provides energy savings without compromising performance** or comfort.
- ENERGY STAR is **a government-backed symbol** that means labeled products have been independently certified to use less energy than comparable products and reduce greenhouse gas emissions.



Source: U.S. EPA

ENERGY STAR Sales Value

Consumer awareness and desire for efficiency savings are high.

Approximately **half (45%) of U.S. households knowingly purchased** an ENERGY STAR certified product in the past year.

Of households that purchased ENERGY STAR certified products in the past year:

- **74 percent** reported the label as **influential** in their purchasing decision;
- **80 percent** reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.

ENERGY STAR Certified Appliances

- **Clothes Dryers***
- Refrigerator-freezers*
- Freezers
- Clothes Washers*
- Dishwashers*
- Dehumidifiers*
- Room Air Cleaners/Purifiers
- Room Air Conditioners

*ENERGY STAR Most Efficient 2018 recognition available

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Your Opportunity: ENERGY STAR Certified Dryers

High customer demand for increased efficiency.

ENERGY STAR certified dryers will add incremental value for retailers by:

- Driving more customers to stores with promotion and rebate opportunities of this ENERGY STAR product category.
- Increasing sales through promotion of cost benefits for ENERGY STAR certified dryer models.
- Increased efficiency with a paired ENERGY STAR certified clothes washer.

In 2015, consumers spent about $3.4 billion on clothes dryers.

Sales in this product category are expected to increase through 2020.

(Source: Euromonitor International 2016)

The Customer's Opportunity: Saving Energy = Saving Money

- About 80% of U.S. homes have a clothes dryer.
  - 29 million are at least 10 years old
- Utilities and energy efficiency program sponsors are rebating and promoting ENERGY STAR certified dryers.
- Help your customers save money with ENERGY STAR certified clothes dryers by using less heat and energy.

ENERGY STAR certified clothes dryers use less energy and cost less to operate resulting in **lower utility bills.** For added savings show customers available rebates.

What Makes an ENERGY STAR Certified Clothes Dryer?

Increased savings

Improved technology and features

A commitment to protecting the environment

Clothes dryer efficiency is measured by **Combined Energy Factor (CEF)**.

- CEF is a measure of energy efficiency that reflects the energy use of the clothes dryer. The higher the value, the more efficient the clothes dryer.
- ENERGY STAR certified dryers meet strict energy-efficiency guidelines.

Less Heat = Less Energy = Savings.

For more information on the minimum CEF needed to qualify for ENERGY STAR certification, see the ENERGY STAR Clothes Dryers Program Requirements.

The ENERGY STAR label recognizes a selection of highly efficient electric, gas, heat pump, and compact dryer models from **14 manufacturers**!

ENERGY STAR Certified Clothes Dryers Savings

Less Heat = Less Energy = Savings

- Replacing your old clothes dryer with an ENERGY STAR certified model can **save you $245** over its lifetime.
- ENERGY STAR certified dryers are **20%** more efficient than standard models.
- *If all residential clothes dryers sold in the United States were ENERGY STAR, the **energy cost savings would grow to more than $1.5 billion each year** and 22 billion pounds of annual greenhouse gas emissions would be prevented, **equivalent to the emissions from more than 2 million vehicles.***

Has Your Customer Tried Sensor Drying?

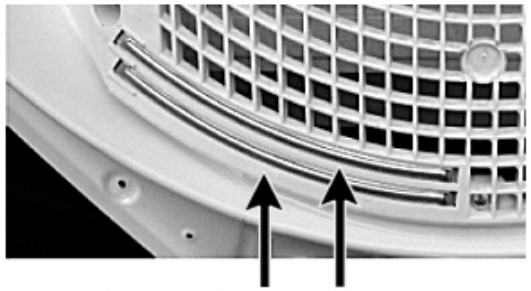
Show

Show your customers the location of the moisture sensor on an ENERGY STAR certified dryer after consulting the owner's manual for location/usage instructions.

Tell

Tell your customers the benefits of sensor drying:

- "ENERGY STAR certified products deliver more effective auto-termination through the use of improved sensors."
- "Moisture sensors allow the drying cycle to more effectively terminate when the load is dry."
- "You'll save energy, money, and your clothing by reducing your dryer's energy use with sensor drying."
- "Keep your clothing longer by preventing over-drying with sensor drying."



Typical Moisture Sensor Bars

* Please note that sensors may appear differently or in varying locations than what is pictured.

Does Your Customer Know About Dryer Setting Options?

Show

Show your customers the low heat setting on an ENERGY STAR certified dryer after consulting the owner's manual for location/usage instructions.

Tell

Tell your customers about their setting options:

- "Choose the *low* heat setting on ENERGY STAR certified dryers to use less heat, less energy, and save money."
- "Review the product manual for cycles and settings that may use more or less energy."
- "Customize the dryer cycle and setting to your household's needs."

Is Your Customer Concerned About the Environment?

Listen

- I need a new dryer, but it needs to be energy efficient.
- My dryer is old and probably using a lot of energy. I'm concerned about my environmental footprint.

Tell

Tell your green customers about ENERGY STAR certified dryers:

- "ENERGY STAR certified dryers help prevent climate change. The U.S. EPA estimates that if all old dryers in the U.S. were replaced with models that earned the ENERGY STAR, we would prevent **7 billion pounds of greenhouse gas emissions annually**."
- "If all residential dryers sold in the U.S. were ENERGY STAR certified, the emissions from more than **2 million vehicles would be avoided**."
- "ENERGY STAR electric dryers could save 1,900 kWh of electricity, and ENERGY STAR gas dryers save nearly 6 million BTUs of natural gas over the product's lifetime."
- "ENERGY STAR is the simple choice: **save energy, save money, and help protect the climate."**

Have a Customer Focused on Saving Money?

Listen

- My dryer is done, but money is tight. Can you point me to a cost-effective option to replace it?
- The options you have cost too much up front.
- I've been researching dryers and you have the cheapest models.

Tell

Tell your money-conscious customers about ENERGY STAR certified dryer savings:

- "ENERGY STAR certified dryers might cost more, but there may be rebates available in your area to offset the cost."
- "While the price might seem high upfront, the purchase price is only part of the cost. **ENERGY STAR certified dryers** save energy and money over the product's life."
- "Compared to your old dryer, a new ENERGY STAR certified dryer could save you **$245** over its lifetime."

"It's too much money up front."

Has Your Customer Heard About Heat Pump Dryers?

Listen

- Electricity prices are so high now, I'm looking for the dryers that will save me the most energy.
- I'm remodeling my home and I've been researching ventless dryers.

Tell

Tell your customers about the benefits of ENERGY STAR certified heat pump dryers:

- "Heat pump dryers use advanced technology requiring about half the energy of a standard electric dryer. These models take in ambient air, heat it, and then recirculate it in the dryer to maintain the temperature."
- "Heat pump dryers are more versatile because they do not need to be vented outside. There are full-size and compact models."
- "There are also hybrid models that include heat pump drying options, as well as conventional drying options when you need it."

Have a Customer with Lots of Objections?

Listen

- How can I tell this "energy-efficient" dryer is saving for me?
- ENERGY STAR certified dryers sound great, but I've heard it won't dry my clothes as quickly.
- How do I know the product is truly ENERGY STAR?

Tell

Tell your skeptical customers about ENERGY STAR certification and the benefits of ENERGY STAR certified dryers:

- "To earn the ENERGY STAR, dryers are independently certified based on testing in an EPA recognized lab, to meet **strict energy-efficiency guidelines."**
- "ENERGY STAR dryers are made with multiple features so you can choose speed or to save more energy with a longer drying time."
- "Look for the **ENERGY STAR logo** and the product listing on the ENERGY STAR product finder."

"How do I know it's really ENERGY STAR?"

Look for the simple choice for energy efficiency.

Why Not Tell Your Customer About the ENERGY STAR Pair?

Promoting ENERGY STAR certified washers and dryers as a pair will increase sales and save customers even more!

ENERGY STAR Most Efficient

Most Efficient 2018
www.energystar.gov

What is it?

- A new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation.
- It represents the "best of the best" among those that qualify for ENERGY STAR in a given year.

Why is it important to your customers?

- Gives your customers leading-edge products to chose from without trade-off in features or functionality.
- Many use innovative and advanced technologies.
- Helps your customers be environmentally responsible.

ENERGY STAR Most Efficient

ENERGY STAR Most Efficient appeals to:

- Existing and new audiences
  - Early adopters
  - Environmentally conscious shoppers

Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

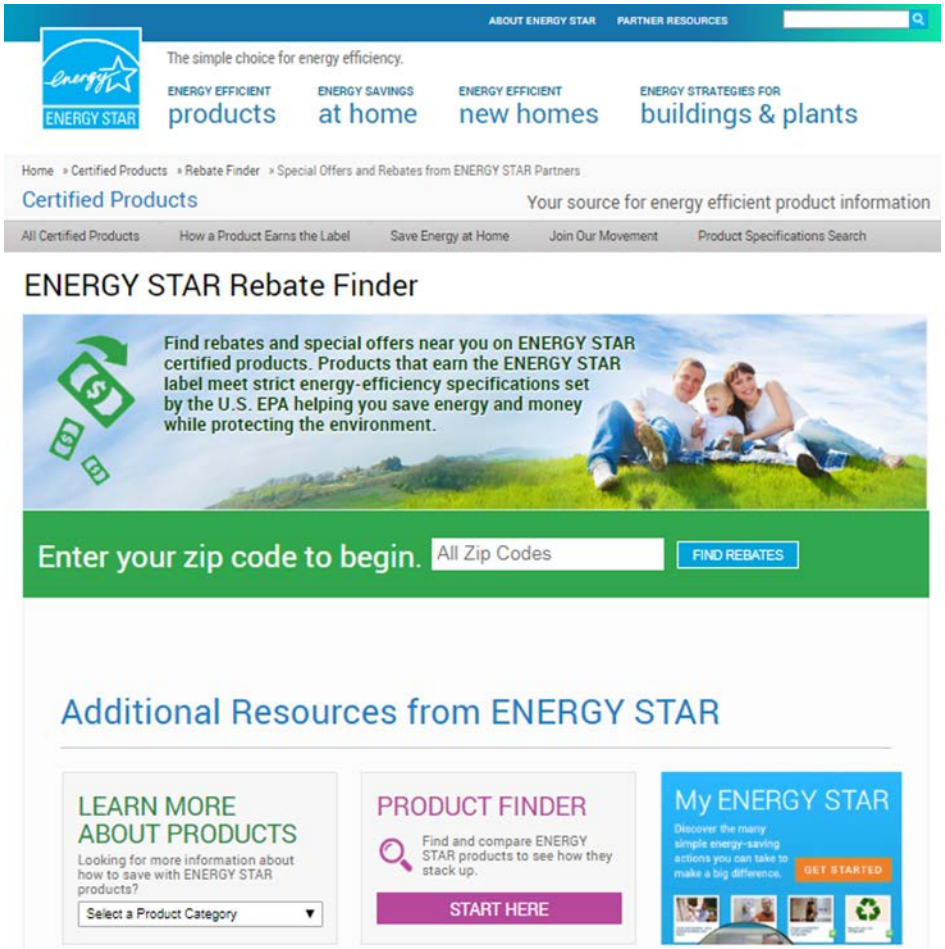
- Be loyal ENERGY STAR shoppers
- Associate ENERGY STAR with high quality
- Be more environmentally/socially motivated
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy

Clothes dryer models recognized as the Most Efficient of ENERGY STAR 2018 offer **28% energy savings** for standard electric models, 43% energy savings for compact ventless models, and 25% energy savings for gas models compared to the federal standard

Close the Sale By Showing Your Customer EVEN More Savings!

Visit www.energystar.gov/rebatefinder:

- Appliance rebates in your area,
- Incentive amounts, start and end dates,
- Name, location, and contact information of rebate sponsors.



Questions?

For questions about ENERGY STAR certified clothes dryers or for additional information, including qualified product lists and savings figures:

- Write to appliances@energystar.gov