



# ENERGY STAR® Sales Associate Training

## Clothes Washers



August 2016



## Objectives

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

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



## What is ENERGY STAR?



**ENERGY STAR® is the simple choice for energy efficiency.** For more than 20 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
- Save the environment



## Why ENERGY STAR Matters to Your Customers

### Energy & Cost Savings

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

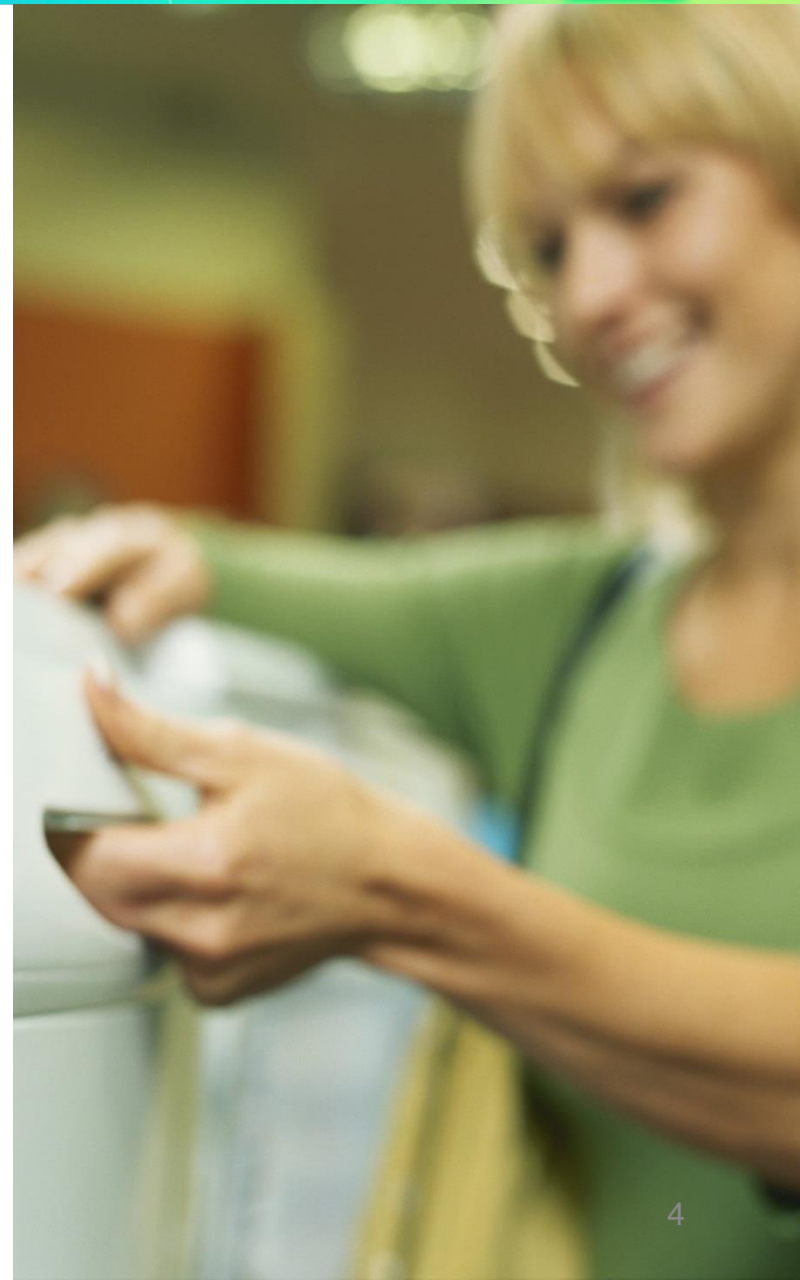
### Product differentiation

- 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.



## ENERGY STAR Sales Value

Consumer awareness and desire for efficiency savings are high.

Approximately **half (46%) of U.S. households knowingly purchased** an ENERGY STAR certified product in the past year.

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

- **77%** reported the label as **influential** in their purchasing decision;
- **77%** reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.





## ENERGY STAR Appliances

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

\* ENERGY STAR Most Efficient 2017 recognition available





## Your Opportunity: ENERGY STAR Certified Clothes Washers

High customer demand for increased efficiency.

Consumers spent \$4.2 billion on clothes washers in the U.S. in 2015, and it is forecasted to continue growing.

ENERGY STAR certified washers 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 washer models.
- Increased efficiency with a paired ENERGY STAR laundry product.





## The Customer's Opportunity: Saving Energy = Saving Money

- An estimated 76 million households have top-loading washers with agitators, 25 million of which are at least 10 years old.
- Combined, these inefficient clothes washers cost consumers about \$2.9 billion each year in energy and water.
- Utilities and energy efficiency program sponsors are rebating and promoting ENERGY STAR certified washers.
- Help your customers save money with ENERGY STAR certified clothes washers by using less water and energy.



ENERGY STAR certified clothes washers 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 Washer?

- Increased savings
- Improved technology and features
- A commitment to protecting the environment

Clothes washer efficiency is measured by **Integrated Modified Energy Factor (IMEF)** and **Integrated Water Factor (IWF)**

- IMEF is a measure of energy efficiency that considers the energy used by the washer during the cycle and while on standby, the energy used to heat the water, and the energy used to run the dryer. **The higher the IMEF, the more energy efficient the clothes washer.**
- IWF measures water efficiency in gallons of water consumed per cubic foot of capacity. The **lower the IWF, the more water efficient the clothes washer.**

For more information on the efficiency levels needed to qualify for ENERGY STAR certification, see the ENERGY STAR Clothes Washers [Program Requirements](#).

The ENERGY STAR label recognizes a selection of highly efficient front load, top load, and compact washer models from 20 manufacturers.

## ENERGY STAR Certified Clothes Washer Savings

- A new ENERGY STAR certified clothes washer can **save you \$500** on your utility bills over its lifetime.
- Clothes washers that have earned the ENERGY STAR use about **45% less water and about 25% less energy**.
- *If all clothes washers sold in the United States were ENERGY STAR certified, the **cost savings would grow to more than \$4 billion each year** and more than 19 billion pounds of annual greenhouse gas emissions would be prevented, **equivalent to the emissions from over 1.7 million vehicles.***



## If your customer is set on purchasing a top-load washer...

Show

Your customers ENERGY STAR certified advanced top-load washers.



Tell

Your customer about the **advances in technology...**

- “Advanced top loaders use sophisticated wash systems to flip or spin clothes through a reduced stream of water. **This lengthens the life of often-washed items.**”
- “Both top-loading and front-loading ENERGY STAR certified clothes washers save water and energy.
- “Both designs dramatically reduce the amount of hot water used in the wash cycle, and the energy used to heat it.”
- “Washers with agitators pull and rub clothes to get them clean. Clothing damage can be seen in the amount of lint in your dryer.

## Does your customer know about high-spin speed options?

Show

Your customers how the high-spin setting could be an opportunity to save energy and money.

Tell

Your customer:

- “Efficient motors **spin clothes two to three times faster** during the spin cycle to extract more water.”
- “Less moisture in the clothes means less energy used by the dryer.”
- “Review the product manual for speed settings that may use less energy.”





## Is your customer concerned about the environment?

### Listen

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

### Tell

#### Your green customers about ENERGY STAR certified washers:

- “ENERGY STAR washers help prevent climate change. If all washers in the U.S. were replaced with ENERGY STAR models, we would **save 19 billion pounds of annual greenhouse gas emissions**, equivalent to the **emissions from more than 1.7 million vehicles**.
- “Over the lifetime of the product, an ENERGY STAR certified clothes washer saves 1,100 kWh of electricity, more than 2.5 million BTUs of natural gas, **and 33,000 gallons of water.**”
- “ENERGY STAR is the simple choice: **save energy, save money, and help protect the climate.**”



## Have a customer focused on saving money?

Listen

- I need to replace my washer, 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 washers and you have the cheapest models.



Tell

"It's too much money up front."

### Your money-conscious customers about ENERGY STAR certified washer savings:

- "ENERGY STAR washers 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 washers** save energy and money over the product's life."
- "Compared to your old washer, a new ENERGY STAR washer could save you **\$500 over the product's lifetime.**"



## Is your customer looking for ways to save more water?

Listen

- I have an old top-load washer that seems to use gallons of water every time I wash. How do I use less water?

Tell

Your customer:

- “A full-sized ENERGY STAR certified clothes washer uses 13 gallons of water per load, compared to the 23 gallons used by a standard machine. That's a **savings of more than 3,000 gallons of water, per year!**”

Water Usage Per Load



**23 gallons**  
standard  
washers



**13 gallons**  
ENERGY STAR  
certified washers

- “Both ENERGY STAR front-load and top-load washer designs reduce the amount of water needed to wash clothes.”
- “Front-loaders tumble clothes through a small amount of water. Advanced top loaders use sophisticated wash systems to flip or spin clothes through a reduced stream of water.”

## 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



### 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 choose from without trade-off in features or functionality.
- Many use innovative and advanced technologies.
- Helps your customers be environmentally responsible.



## ENERGY STAR Most Efficient

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 Washer models recognized as the Most Efficient of ENERGY STAR 2017 offer on average **33% energy savings and 32% water savings** compared to the federal standard



## Close the Sale By Showing Your Customer EVEN More Savings!

Visit [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder):

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

The screenshot shows the ENERGY STAR Rebate Finder website. At the top, there's a navigation bar with the ENERGY STAR logo and the tagline "The simple choice for energy efficiency." Below this, there are links for "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants". The main heading is "Certified Products" with a subtitle "Your source for energy efficient product information". A breadcrumb trail shows "Home > Certified Products > Rebate Finder > Special Offers and Rebates from ENERGY STAR Partners". The primary section is "Find Product Rebates & Other Special Offers", which includes a green icon of a dollar bill and a text box asking for a zip code. A numbered list explains the steps: 1. Enter zip code, 2. Narrow results, 3. Connect to utility websites. Below this is a green bar with the text "Enter your zip code to begin." and a search box labeled "All Zip Codes" with a "FIND REBATES" button. The "Additional Resources from ENERGY STAR" section contains three boxes: "LEARN MORE ABOUT PRODUCTS" with a dropdown for "Select a Product Category", "PRODUCT FINDER" with a "START HERE" button, and "My ENERGY STAR" with a "GET STARTED" button. The footer contains a grid of links for various categories like "Energy Efficient Products", "Energy Savings At Home", "Energy Efficient New Homes", "Energy Strategies for Buildings & Plants", and "ENERGY STAR Home About ENERGY STAR Recursos en Español Publications".

## Questions?

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

- Write to [appliances@energystar.gov](mailto:appliances@energystar.gov)

