What can they agree on?

- Climate Change
- Energy Conservation
- Energy Independence

WWW.ENERGYSTAR.GOV
What you’ll walk away with:

• Understanding of the background and influence of ENERGY STAR;
• Knowledge of the energy, financial, and non-energy benefits of ENERGY STAR products;
• An ability to use on-line ENERGY STAR resources.
Energy Efficiency Tools

- Operating Costs
- kWh/yr
- Simple Identification
- Post-purchase Value

Source: www.energystar.gov
ENERGY STAR Makes it Simple

- National symbol for energy efficiency
- Awarded to products that meet strict efficiency criteria set by the U.S. Department of Energy and the U.S. Environmental Protection Agency
Who’s involved?

• Federal Government (DOE and EPA)
• Manufacturers
  – 45 appliance manufacturers, representing 99% of the appliance market
• Retailers
  – Approximately 800, with over 21,000 storefronts
• Utilities, States, and Energy Offices
  – Over 415; Utilities serve more than 62 million households
How can ENERGY STAR help me?

• Enhance customer satisfaction
  – Help customers choose products that will save them energy, water, and money
  – Demonstrate company commitment to consumer, community, and the environment
  – Attract new and repeat business

• Increase sales of high margin products
ENERGY STAR Logo: High Household Recognition

Source: Consortium for Energy Efficiency Household Surveys (2001-2007). Standard errors vary between 1.5% and 2.2%.

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Consumers Trust ENERGY STAR
ENERGY STAR Appliance Market Share is Growing
Benefits of ENERGY STAR Qualified Products
ENERGY STAR Selling Points

• Save energy and money
• Get advanced technology and features
• Have short payback period
• Do not sacrifice performance
• Help protect the environment
  – Reduce air pollution
  – Conserve water
Clothes Washers: 15 vs. 33

- Save enough water each cycle to run a dishwasher four times
- Save $560 over the life of the product, enough to pay for the accompanying dryer
- Payback period: 5 years
- New criteria:
  - July 2009
  - January 2011

Assumes: 11-year life and $51 per year in energy and water bill savings.
Why No ENERGY STAR Dryers?

- Energy consumption between dryers models does not vary much.
- Same reason there is no ENERGY STAR program for ranges, ovens, or microwaves.
ENERGY STAR Refrigerators

- New ENERGY STAR qualified refrigerators use less energy than a 75-watt light bulb.
- Payback period: 2-6 years
- Quieter operation
- Food stays fresher longer

Assumes: 14-year life
WWW.ENERGYSTAR.GOV
Refrigerators: Old Models are Energy Hogs

ANNUAL ELECTRICITY COSTS

New ENERGY STAR qualified refrigerators use half as much energy as refrigerators manufactured before 1993.
Dishwashers: Help Break the Myth

• Over 30% of households don’t own a dishwasher
• Qualified dishwashers use an average of 4 gallons per cycle, enough to run the kitchen faucet for 2 minutes.
• Save over $40 per year compared to washing dishes by hand
• Scrape, don’t rinse: new qualified dishwashers don’t require you to do their job
• New proposed criteria:
  – July 2009
  – July 2011
ENERGY STAR Room Air Conditioners

- Cut cooling costs by 10%
- Save $20-300 over the life of each unit
- Payback period: 4-7 years
- Get the latest features
- Reduce noise

Assumes: 11-year life
RAC Per-unit Savings by Region

LIFETIME SAVINGS OF ENERGY STAR QUALIFIED ROOM AIR CONDITIONERS

- **ALASKA**: $2
- **CALIFORNIA**: $169
- **HAWAII**: $1,044
- **NORTHWEST**: $23
- **MOUNTAIN**: $46
- **SOUTHWEST**: $154
- **WEST NORTH CENTRAL**: $65
- **WEST SOUTH CENTRAL**: $180
- **EAST NORTH CENTRAL**: $63
- **EAST SOUTH CENTRAL**: $116
- **FLORIDA**: $286
- **NEW ENGLAND**: $90
- **MIDDLE ATLANTIC**: $127
- **SOUTH ATLANTIC**: $119

WWW.ENERGYSTAR.GOV
Over 50 Product Categories

Over 2 billion ENERGY STAR product sold to date
ENERGY STAR Tools and Resources

- Partner Resource Guides
- Consumer Brochures
- On-line Tools at www.energystar.gov
  - Training Center
  - Rebate Finder
  - Savings Calculators
  - Qualified Product Search
- Quantity Quotes
Energy, Savings, and Non-energy Benefits

Partner Resource Guides

Fun Facts
- ENERGY STAR clothes washers save over 7,000 gallons of water a year. Over the 11-year life of the washer, that's enough water to fill 3,000 swimming pools or wash 60,000 loads of laundry.
- How can you use your old clothes washer? Wash your car, wash your dog, or water your garden.
- ENERGY STAR clothes washers save 800 gallons of water per year. Over the 11-year life of the washer, that's enough water to fill 300 swimming pools or wash 6,000 loads of laundry.
- Buy a new ENERGY STAR qualified clothes washer.
- Buy a new clothes dryer.
- Buy a new refrigerator.
- Buy a new dishwasher.
- Buy a new water heater.
- Buy a new washing machine.
- Buy a new water heater.

Save with an ENERGY STAR Qualified Refrigerator...

Save Energy: Today's ENERGY STAR qualified refrigerator uses half as much energy as some made before 2003.

Save Money: Replacing one of these older refrigerators with a new ENERGY STAR model can save nearly $50 per year on your electric bill.

Save Your Food: Advanced temperature and humidity controls and special compartments help keep perishable foods cold so they stay fresh longer.

Save the Environment: By using energy more efficiently, ENERGY STAR qualified refrigerators help reduce air pollution and greenhouse gas emissions from power plants.

How These Refrigerators Save Energy

- More Efficient Compressors
- More Efficient Insulation
- More Efficient Doors
- More Efficient Condensers
- More Efficient Motors

Energy Performance Guide

CLOTHES WASHERS
3rd PARTY RESOURCE GUIDE
Though it may seem cheaper at first, a regular clothes washer can cost $550 more to operate over its life compared to an ENERGY STAR qualified Clothes Washer.

An ENERGY STAR clothes washer can save over 7,000 gallons of water per year compared to a regular clothes washer.
ENERGY STAR Training Center

Search for “Training Center”

- Info on all product categories including major appliances
- Sales training presentations
- Products at a glance
- Sell sheets
For Savings Calculators, Look in the Right Navigation Bar
For Rebate Finder, Look for “Special Offers” in Right Navigation Bar
How Much Will You Save?
For Qualified Product Search, Check the Right Navigation Bar

Residential Clothes Washers

Want to save money and protect the environment? Ask for ENERGY STAR.

An ENERGY STAR qualified clothes washer can save you $50 in operating costs over its lifetime compared to a regular clothes washer. ENERGY STAR qualified washers are also better for the environment because lowering energy and water use means less air pollution from power plants and less water going to waste.

- Lower your utility bills and protect the environment
  - Choosing an ENERGY STAR qualified clothes washer over a standard model can lower your utility bills, save energy, and save water. Qualified models perform more efficiently than standard models without sacrificing performance.
- Save more money
  - An ENERGY STAR qualified clothes washer can save you time and help lengthen the life of your clothes.
- Learn what new technology makes washers energy efficient
  - New technological advances have allowed ENERGY STAR clothes washers to use significantly less energy and water.
- Buy with confidence using these purchasing tips

Special Offers
- Find a Store

For Consumers
- Residential Clothes Washers
- Purchasing & Installation
- Manufacturer List
- Buyer's Guide
- Tips & Advice

For Business
- Purchasing & Installation
- Information Resources
- Get a Quote

For Partners
- New Products
Connects bulk purchasers with ENERGY STAR product suppliers

- Clothes washers
- Dehumidifiers
- Dishwashers
- Refrigerators
- Room AC

On the Web at www.energystar.gov/quantityquotes
ENERGY STAR Quantity Quotes

Here’s how it works:

1. Purchaser submits a purchase request to suppliers through the Web site
2. Interested suppliers respond to the purchaser through the Web site
3. Purchaser follows up with suppliers and chooses one to negotiate a contract with

On the Web at www.energystar.gov/quantityquotes
Suppliers Benefits

• **Increase contract sales:**
  – Qualified prospects who buy in bulk will come to you.

• **Access institutional markets.**
  – Respond to bid requests from affordable and multifamily housing providers, colleges and universities, governments, aging services providers, and others.

• **Expand your customer base.**
  – Potential to convert new customers that you meet through Quantity Quotes into repeat customers.

On the Web at [www.energystar.gov/quantityquotes](http://www.energystar.gov/quantityquotes)
Questions?