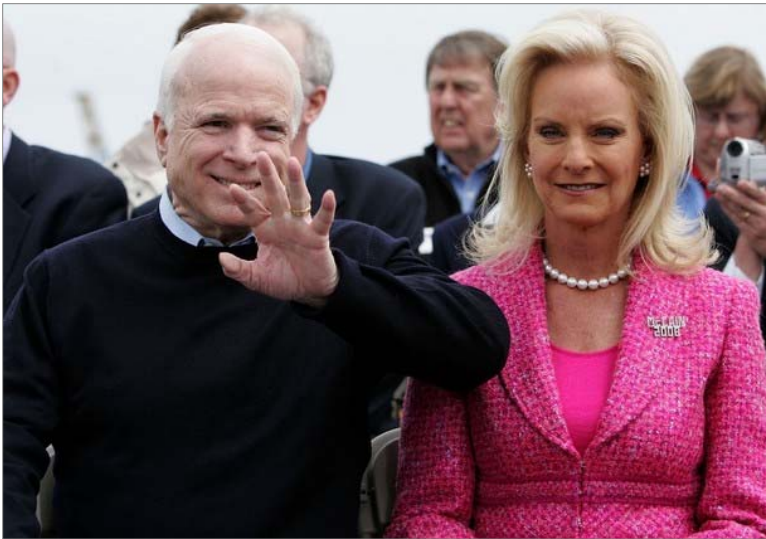




2008 ENERGY STAR® Appliance Partner Meeting



What can they agree on?



- Climate Change
- Energy Conservation
- Energy Independence





What you'll walk away with:

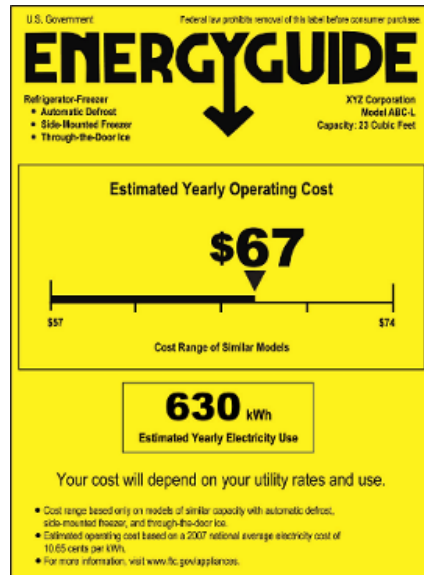
- Understanding of the background and influence of ENERGY STAR;
- Knowledge of the energy, financial, and non-energy benefits of ENERGY STAR products;
- An ability to use on-line ENERGY STAR resources.



2008 ENERGY STAR® Appliance Partner Meeting



Energy Efficiency Tools



- Operating Costs
- kWh/yr

- Simple Identification
- Post-purchase Value



2008 ENERGY STAR® Appliance Partner Meeting



ENERGY STAR Makes it Simple



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



U.S. DEPARTMENT OF
ENERGY



WWW.ENERGYSTAR.GOV



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

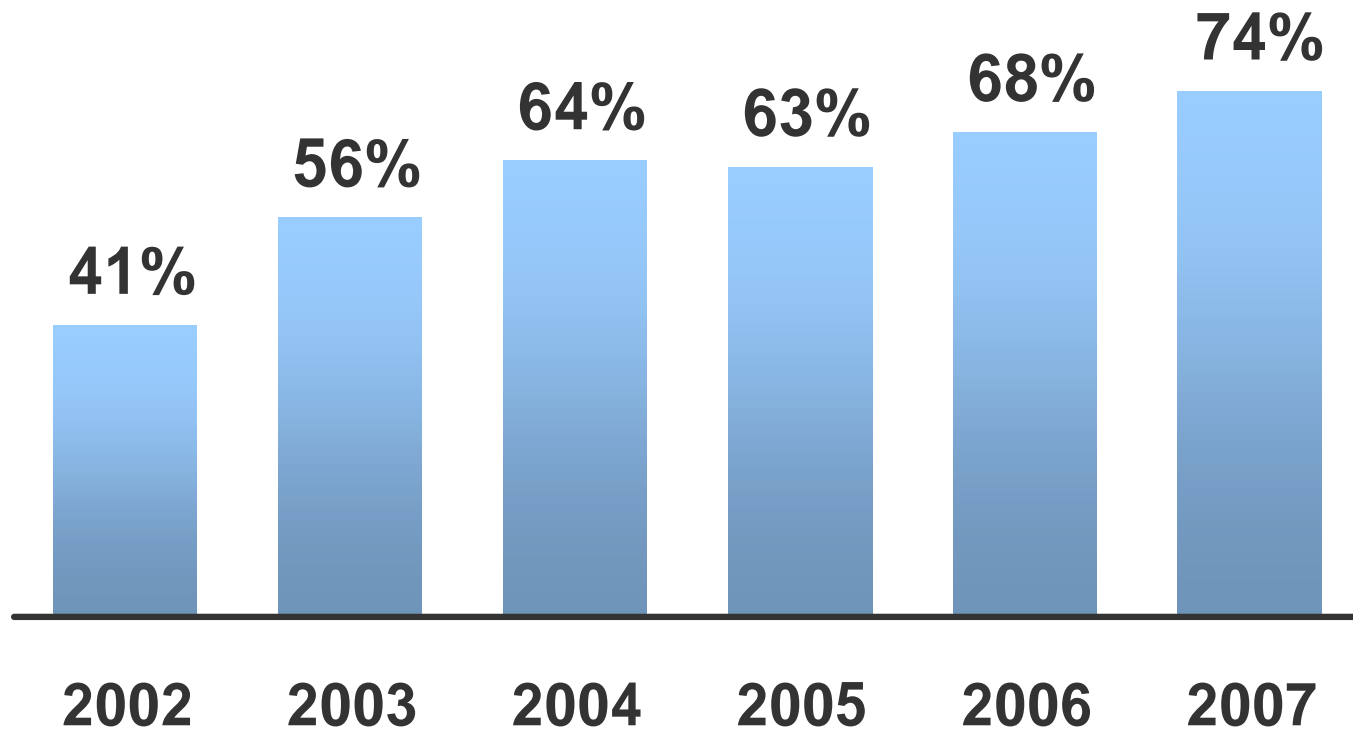


2008 ENERGY STAR® Appliance Partner Meeting



ENERGY STAR Logo: High Household Recognition

Aided Recognition of ENERGY STAR Label



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

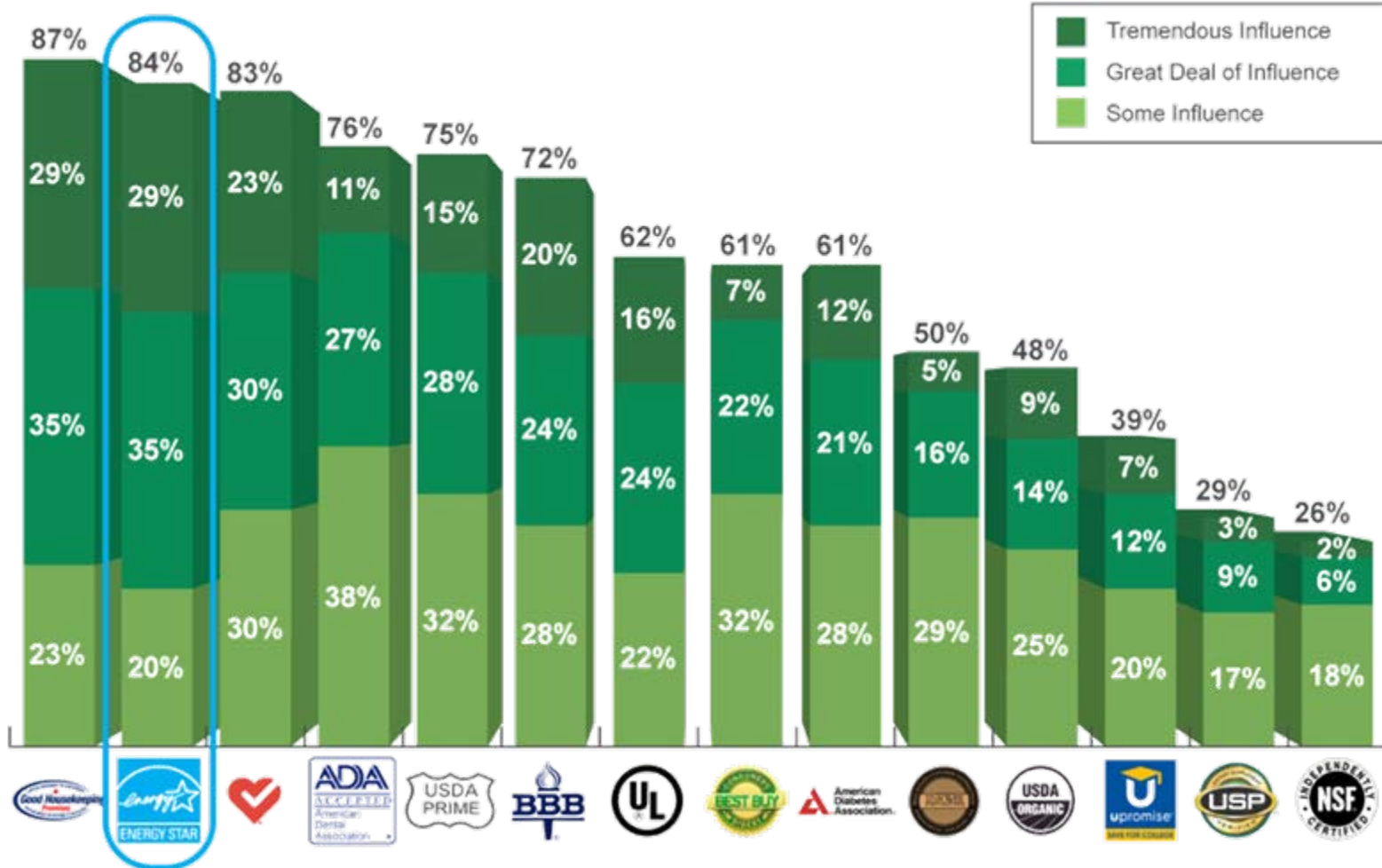
WWW.ENERGYSTAR.GOV



2008 ENERGY STAR® Appliance Partner Meeting



Consumers Trust ENERGY STAR



Source: Fairfield Research, Summer 2007

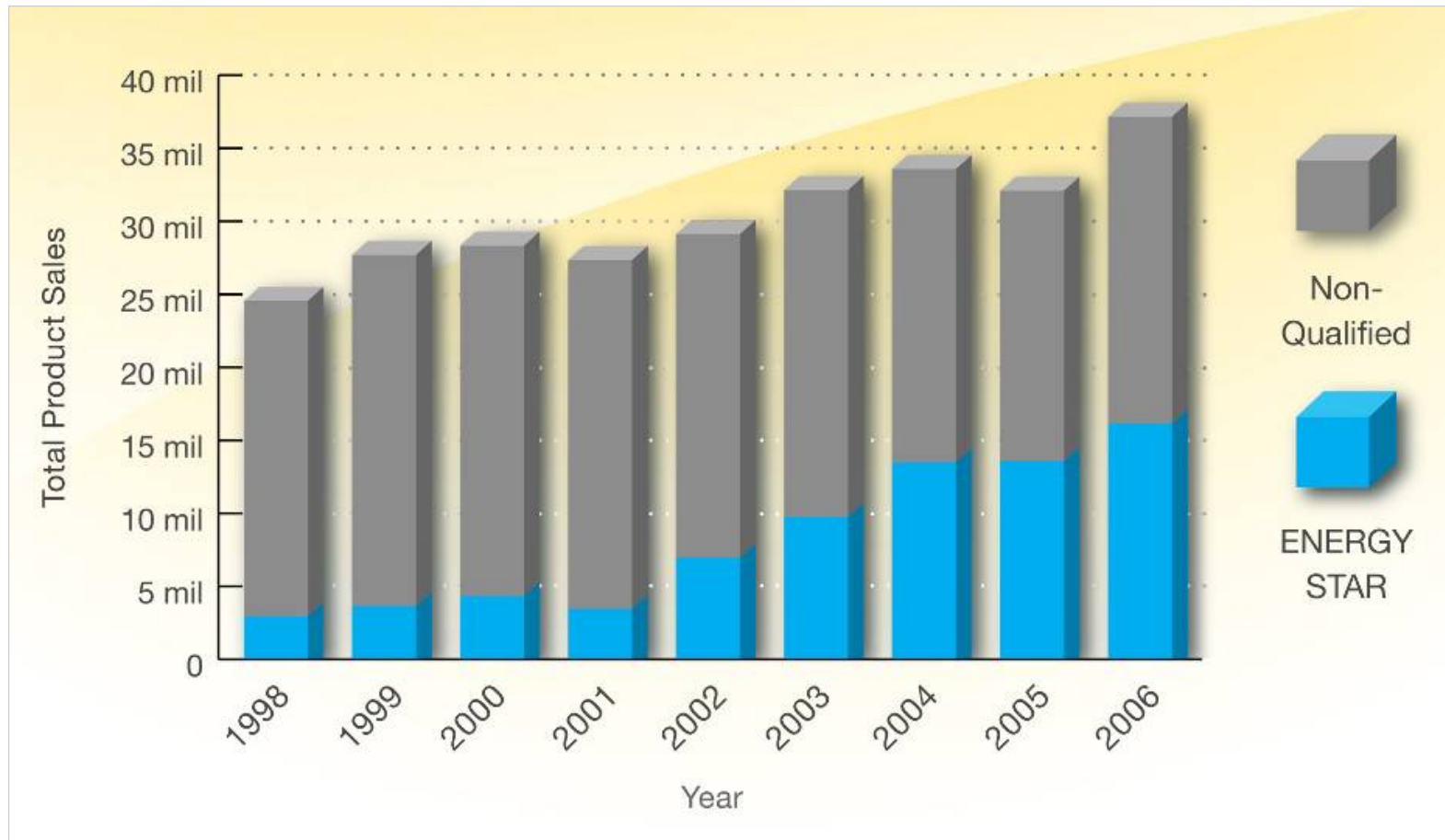
WWW.ENERGYSTAR.GOV



2008 ENERGY STAR® Appliance Partner Meeting



ENERGY STAR Appliance Market Share is Growing





2008 ENERGY STAR® Appliance Partner Meeting



Benefits of ENERGY STAR Qualified Products



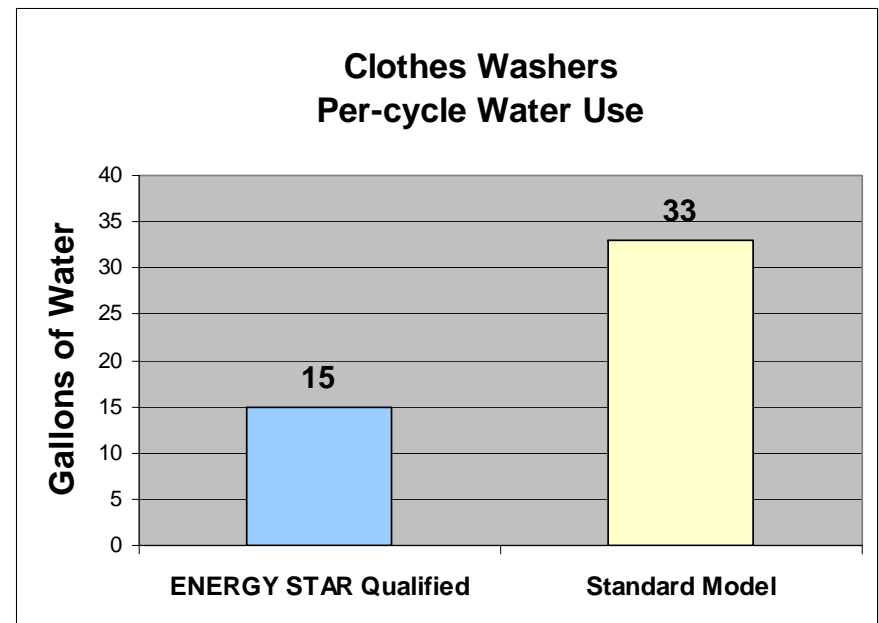
ENERGY STAR Selling Points

- 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

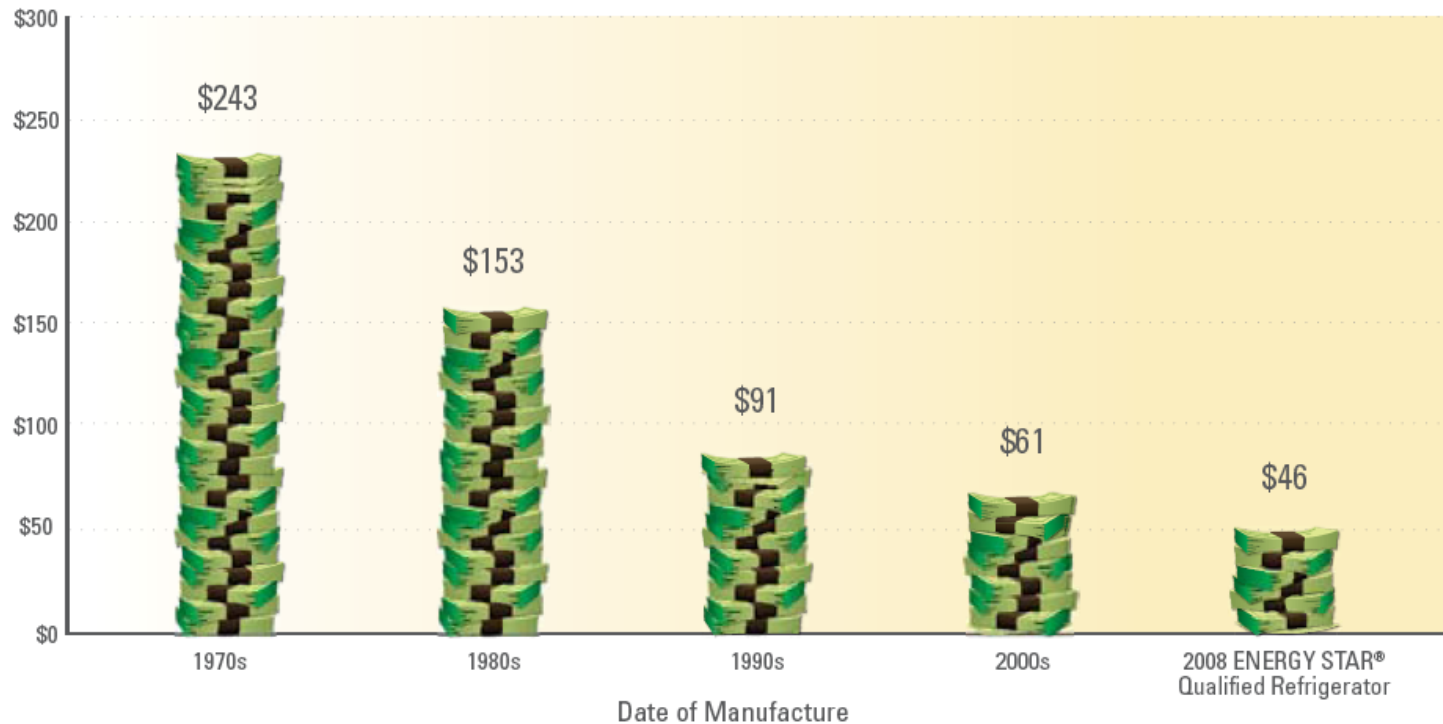


2008 ENERGY STAR® Appliance Partner Meeting



Refrigerators: Old Models are Energy Hogs

ANNUAL ELECTRICITY COSTS



New ENERGY STAR qualified refrigerators use half as much energy as refrigerators manufactured before 1993.



2008 ENERGY STAR® Appliance Partner Meeting



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

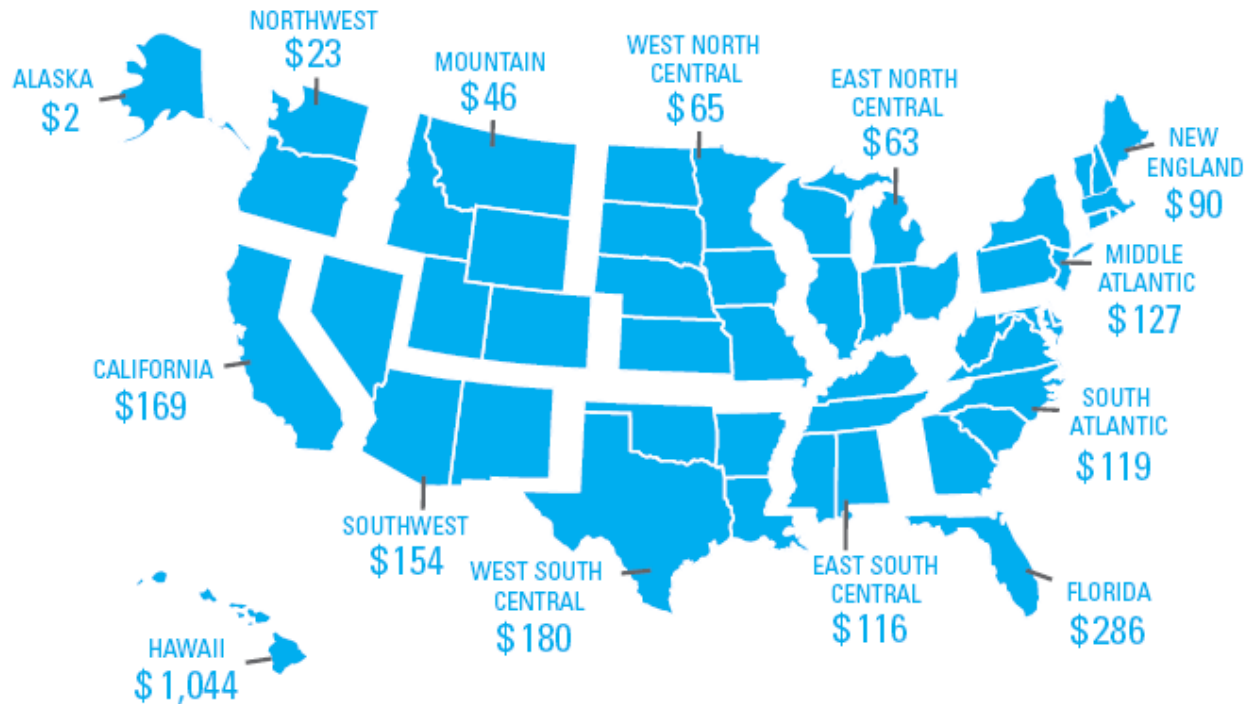


2008 ENERGY STAR® Appliance Partner Meeting



RAC Per-unit Savings by Region

LIFETIME SAVINGS OF ENERGY STAR QUALIFIED ROOM AIR CONDITIONERS¹





2008 ENERGY STAR® Appliance Partner Meeting



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



2008 ENERGY STAR® Appliance Partner Meeting



Energy, Savings, and Non-energy Benefits

Partner Resource Guides

Consumer Brochures

RESIDENTIAL CLOTHES WASHER
LIFETIME OPERATING COSTS

Category	ENERGY STAR® CLOTHES WASHER	REGULAR CLOTHES WASHER
Water Costs	\$760	\$470
Energy Costs	\$290	\$630
Total	\$1,050	\$1,100

Though it may seem cheaper at first, a regular clothes washer can cost \$50 more to operate over its life compared to an ENERGY STAR® clothes washer.

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 to:

- Provide a lifetime of drinking water for six people
- Fill three backyard swimming pools
- Run an ENERGY STAR dishwasher over 15,000 times (or every day for 42 years)
- Take over 3,000 showers
- Water your lawn 770 times
- Wash your car 760 times

ENERGY STAR clothes washers save \$50 per year. Over the 11-year life of the washer, that's enough to:

- Buy a new ENERGY STAR qualified dishwasher
- Buy a new clothes dryer
- Buy 65 bottles of laundry detergent (or enough detergent to do laundry for four years)
- Buy 15 pairs of jeans
- Buy over 235 pairs of socks

INNOVATION. PERFORMANCE. SAVINGS.
ENERGY STAR® Makes It Simple.

CLOTHES WASHERS
2007 PARTNER RESOURCE GUIDE

Save with an ENERGY STAR Qualified Refrigerator...

Save Energy. Today's ENERGY STAR qualified refrigerators use half as much energy as ones made before 1993.

Save Money. Replacing one of these older refrigerators with a new ENERGY STAR model can save nearly \$55 per year on your energy 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.

To find out more about how to choose an energy-efficient refrigerator, visit www.energystar.gov/refrigerators.

How Much is that 6-Pack Costing You?

If you have a second refrigerator in your garage or basement it's probably costing more than you think... as much as \$100 per year! That's a stiff price to pay to keep a few beverages cool.

Find Out by Using the ENERGY STAR Refrigerator Calculator

Our new calculator will help you decide whether or not it's time to say goodbye to your old refrigerator. The calculator is located at www.energystar.gov/refrigerators.

If you decide to retire your refrigerator, you'll save enough money to:

- Visit www.energystar.gov
- If you try...
- Pin...
- Rep...

How These Refrigerators Save Energy

- More Precise Temperature Mechanisms**
help the refrigerator operate more efficiently, while ensuring food is kept at the optimum temperature.
- Improved Insulation**
located in doors and exterior walls helps food stay cold and reduces noise.
- High Efficiency Compressors**
use less energy to operate the refrigerator, often are quieter than regular compressors, and create less heat (which they are working).

Make Laundry Simple

ENERGY STAR logo

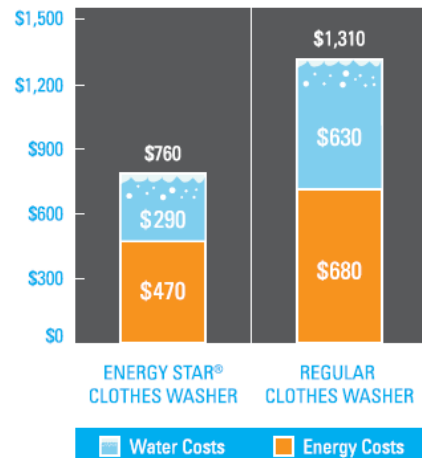


2008 ENERGY STAR® Appliance Partner Meeting



Graphs, Banners, and POP

**RESIDENTIAL CLOTHES WASHER
LIFETIME OPERATING COSTS**

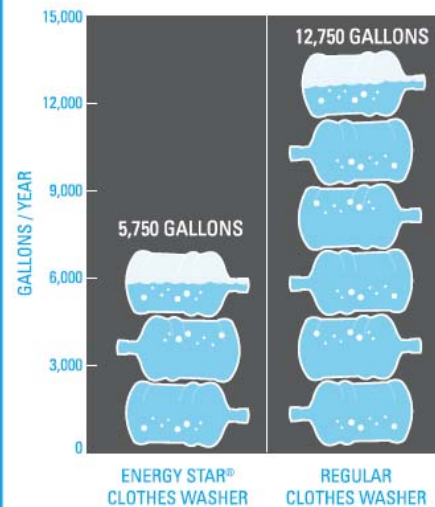


Though it may seem cheaper at first, a regular clothes washer can cost \$550 more to operate over its life compared to an ENERGY STAR qualified Clothes Washer.



LEARN MORE AT
energystar.gov

**RESIDENTIAL CLOTHES WASHER
ANNUAL WATER CONSUMPTION**

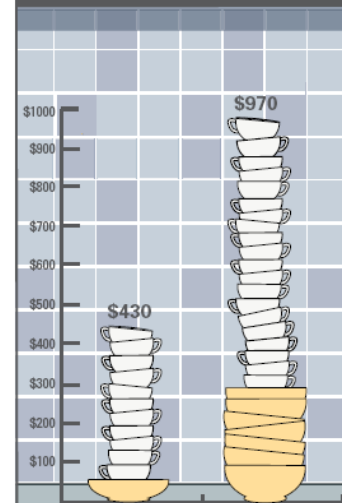


An ENERGY STAR clothes washer can save over 7,000 gallons of water per year compared to a regular clothes washer.



LEARN MORE AT
energystar.gov

**LIFETIME OPERATING COSTS*
ENERGY STAR® AUTOMATIC DISHWASHER
vs. HAND WASHING**



Washing dishes by hand costs over \$540 more in additional energy and water bills than using an ENERGY STAR dishwasher.

LEGEND

= WATER COSTS = ENERGY COSTS

*Assumes average dishwasher lifetime of nine years.



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



ENERGY STAR
TRAINING CENTER



2008 ENERGY STAR® Appliance Partner Meeting





For Savings Calculators, Look in the Right Navigation Bar

Refrigerators & Freezers : ENERGY STAR - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.energystar.gov/index.cfm?c=refrig.pr_refrigerators

my del.icio.us post to del.icio.us del.icio.us/network/j...



BUY PRODUCTS THAT MAKE A DIFFERENCE

U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs • **KIDS**

Search

ENERGY STAR

[Products](#) [Home Improvement](#) [New Homes](#) [Buildings & Plants](#) [Partner Resources](#)

Products

- Appliances
 - Clothes Washers
 - Dehumidifiers
 - Dishwashers
- Refrigerators & Freezers**
 - Room AC
- Heating & Cooling
- Home Electronics
- Lighting
- Commercial Food Service
- Office Equipment

- [Purchasing & Procurement](#)
- [Interested in Partnering?](#)

[Join ENERGY STAR](#)



Refrigerator Retirement Savings Calculator

Special Offers

[Find a Store](#)

For Consumers

- [Product Search](#)
- [Purchasing Tips](#)
- [Manufacturer List](#)
- Product List
 - [HTML](#)
 - [Excel](#)
 - [Text \(CSV\)](#)
- [Definitions of Product List Column Headers](#)
- [Refrigerator FAQs](#)
- [Refrigerator Savings Calculator](#)
- [Freezer Savings Calculator](#)
- [Compact Refrigerator Savings Calculator](#)

For Business

- [Purchasing & Procurement](#)



2008 ENERGY STAR® Appliance Partner Meeting





For Rebate Finder, Look for “Special Offers” in Right Navigation Bar

ENERGY STAR - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.energystar.gov/index.cfm?fuseaction=rebate.rebate_locator

my del.icio.us post to del.icio.us del.icio.us/network/}



BUY PRODUCTS THAT MAKE A DIFFERENCE
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs • **KIDS**

Search

ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Products Home > Products > Find Special Offers

Appliances
Heating & Cooling
Home Electronics
Lighting
Commercial Food Service
Office Equipment

• [Purchasing & Procurement](#)
• [Interested in Partnering?](#)

[Join ENERGY STAR](#)

Special Offers and Rebates from ENERGY STAR Partners

To encourage customers to buy energy efficient products, ENERGY STAR partners occasionally sponsor special offers, such as **sales tax exemptions or credits**, or **rebates** on qualified products. The search below is provided as a service to consumers to find such special offers or rebates where they exist, based on information that partners submit to ENERGY STAR.

In addition, you may be eligible for **federal tax credits** if you make energy-efficient improvements to your home in 2006 or 2007. [Read more about federal tax credits for energy improvements.](#)

Enter your zip code below to find out if there are any special offers or rebates currently available on ENERGY STAR qualified products in your area.

Special Offer/Rebate Finder

Your zip code:


Product(s) you're looking for:

Appliances

- ☐ Clothes Washers
- ☐ Dishwashers
- ☐ Refrigerators & Freezers
- ☐ Residential Dehumidifiers
- ☐ Room Air Conditioners

Fans

- ☐ Ceiling Fans
- ☐ Residential Ventilation Fans

California
Special Offers and Rebates
[Click to search at www.fypower.org](#)
Flex your POWER  [EXIT](#)

MA, RI, CT & VT Residents
[Click here to](#)
SAVE BIG
on ENERGY STAR® qualified lighting and appliance products at [myenergystar.com](#)



2008 ENERGY STAR® Appliance Partner Meeting



How Much Will You Save?

ENERGY STAR - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.energystar.gov/index.cfm?usecase=refrig.calculator&menu=19.0-21.44-Cube

ENERGY STAR

BUY PRODUCTS THAT MAKE A DIFFERENCE
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs • **KIDS** Search Go

Products Home Improvement New Homes Buildings & Plants Partner Resources

Products
Appliances
Clothes Washers
Dehumidifiers
Dishwashers
Refrigerators & Freezers
Room AC
Heating & Cooling
Home Electronics
Lighting
Commercial Food Service
Office Equipment
• [Purchasing & Procurement](#)
• [Interested in Personal?](#)
[Join ENERGY STAR](#)

Home > Products > Appliances > Refrigerators & Freezers

Refrigerator Retirement Savings Calculator

[START OVER](#)

Your Information

Model	18.0-21.4 Cubic Feet Top Freezer
Electricity Rate	\$0.1112
Annual Cost	\$137.55
Annual kWh	1,237 kWh

Your results...

You can **save more than \$426** over five years by replacing your old refrigerator or freezer with a new ENERGY STAR qualified model!

Your model costs...	An ENERGY STAR qualified model costs...
\$138 per year to run	\$53 per year to run



2008 ENERGY STAR® Appliance Partner Meeting



For Qualified Product Search, Check the Right Navigation Bar

Clothes Washers : ENERGY STAR - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.energystar.gov/index.cfm?c=clotheswash.pr_clothes_washers

ENERGY STAR

BUY PRODUCTS THAT MAKE A DIFFERENCE
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs • **KIDS** Search Go

Products Home Improvement New Homes Buildings & Plants Partner Resources

Products
Home > Products > Appliances > Clothes Washers

Clothes Washers

Residential Clothes Washers
[Commercial Clothes Washers](#)

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

An ENERGY STAR qualified clothes washer can save you **\$550** 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 than 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 Product Search](#)
- [Residential Clothes Washers Product List](#)
 - [HTML](#)
 - [Excel](#)
 - [Text \(CSV\)](#)
- [Definitions of Product List Column Headers](#)
- [Clothes Washer FAQs](#)
- [Purchasing Tips](#)
- [Manufacturer List](#)
- [Savings Calculator](#)

For Business

- [Purchasing & Procurement](#)
- [Information Resources](#)
- [Get a Quote from Product Suppliers](#)

For Partners

- [Key Product Criteria](#)

Appliances

- Clothes Washers**
- Dehumidifiers
- Dishwashers
- Refrigerators & Freezers
- Room AC
- Heating & Cooling
- Home Electronics
- Lighting
- Commercial Food Service
- Office Equipment

[Purchasing & Procurement](#)

[Interested in Partnering?](#)

Join ENERGY STAR



2008 ENERGY STAR® Appliance Partner Meeting



Connects bulk purchasers with
ENERGY STAR product
suppliers



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

On the Web at www.energystar.gov/quantityquotes



2008 ENERGY STAR® Appliance Partner Meeting



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



2008 ENERGY STAR® Appliance Partner Meeting



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



2008 ENERGY STAR® Appliance Partner Meeting



Questions?