



# ENERGY STAR® Sales Associate Training

## Dishwashers



June 2019

## 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 dishwasher.
- Address customer questions or concerns regarding ENERGY STAR certified dishwashers.
- Explain ENERGY STAR certified dishwasher features and benefits to diverse customers.
- Understand the opportunity you have to increase the average dishwasher ticket price through ENERGY STAR certified dishwashers.



## 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!
- Reduced energy use = lower energy bills, saving you money

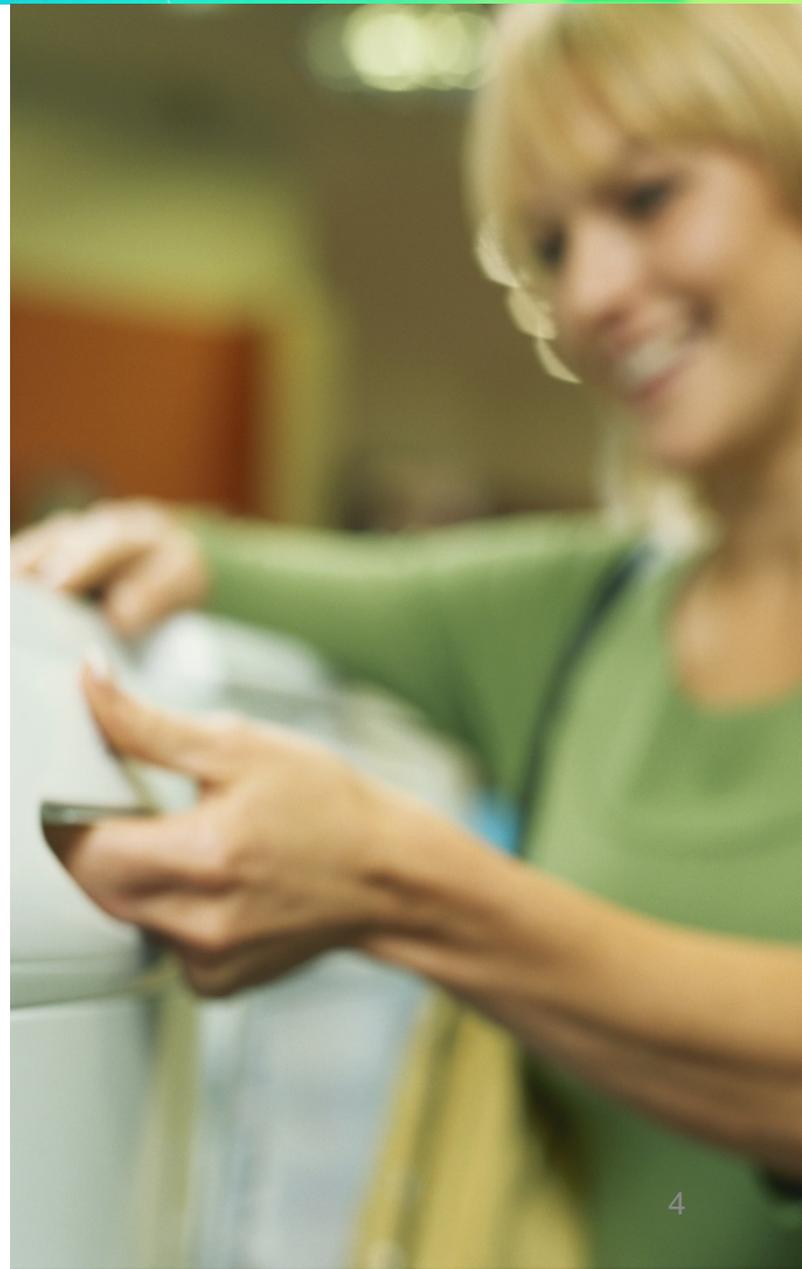
### Product Differentiation

- 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 (**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

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

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\*ENERGY STAR Most Efficient 2019 recognition available



## Your Opportunity: ENERGY STAR Certified Dishwashers

High customer demand for increased efficiency.

Continued consumer interest to invest in kitchen renovations.

ENERGY STAR certified dishwashers 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 dishwasher models.



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

- Dishwashers that have earned the ENERGY STAR are on average 12% more energy efficient and 30% more water efficient than standard, non-ENERGY STAR certified models.
  - Compact dishwashers that have earned the ENERGY STAR are on average 9% more energy efficient and 11% more water efficient than standard models.
- Utilities and energy efficiency program sponsors are rebating and promoting ENERGY STAR certified dishwashers.
- Help your customers save money with ENERGY STAR certified dishwashers by using less water and energy.



ENERGY STAR certified dishwashers 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 Dishwasher?

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

ENERGY STAR certified dishwashers use [advanced technology](#) to get your dishes clean while using less water and energy. ENERGY STAR certified models are available in both standard and compact sizes.

- The ENERGY STAR dishwasher certification criteria are based on specific energy consumption and water consumption levels. The maximum energy consumption is measured in kWh/year and the maximum water consumption is measured in gallons/cycle.

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

The ENERGY STAR label recognizes a selection of highly efficient standard and compact washer models from more than 50 manufacturers.



## ENERGY STAR Certified Dishwasher Savings

- A dishwasher built before 1994 wastes more than 10 gallons of water per cycle. A new, ENERGY STAR certified dishwasher will save about **3,870 gallons of water** over its lifetime.
- *If all dishwashers sold in the United States were ENERGY STAR certified, the **cost savings would grow to more than \$415 million each year** and more than 3.5 billion pounds of annual greenhouse gas emissions would be prevented, **equivalent to the emissions from over 350,000 vehicles.***



## Does your customer know about the advanced technology behind ENERGY STAR certified dishwashers?

Show

Show your customer how the features of ENERGY STAR certified models deliver efficiency and performance.

Tell

Tell your customer how ENERGY STAR certified models include:

- “Advanced soil sensors that test how dirty the dishes are throughout the wash cycle and adjust to achieve optimum cleaning with minimum water and energy use.”
- “More effective high-pressure jets that eliminate the need to pre-rinse dishes.”
- “Internal water heaters that help reduce water heating costs.”
- “Innovative dish rack designs that maximize cleaning through strategic dish positioning.”





## Have a Customer Focused on Saving Money?

Listen

- I need to replace my dishwasher, 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.



Tell

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

- “A new ENERGY STAR certified dishwasher costs about \$35 a year to run and will **save about 3,870 gallons** of water over its lifetime.”
- “You can maximize your savings by following a few energy-saving tips: run full loads whenever possible and use the no-heat drying option with a rinse agent.”
- “Think about if you need a compact or standard dishwasher. A compact model run more frequently might end up costing you more money than choosing a standard dishwasher.”

“It’s too much money up front.”



## Is Your Customer Concerned About the Environment?

Listen

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

Tell

Tell your green customers about ENERGY STAR certified dishwashers:

- “ENERGY STAR certified dishwashers help prevent climate change. If all dishwashers in the U.S. were replaced with ENERGY STAR certified models, we would **save more than 3.5 billion pounds of annual greenhouse gas emissions**, equivalent to the **emissions from over 350,000 vehicles.**”
- “If your dishes are only slightly soiled, you can use a light or energy-saving wash cycle, which **uses less water** and operates for a shorter period of time.”
- “ENERGY STAR is the simple choice: **save energy, save money**, and **help protect the climate.**”





## 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

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

Dishwasher models recognized as the Most Efficient of ENERGY STAR 2019 offer an average of **22% energy savings and 36% 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 website's Rebate Finder page. At the top, there is a navigation bar with the ENERGY STAR logo and the tagline "The simple choice for energy efficiency." Below this, there are four main menu items: "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants". A search bar is located in the top right corner. Below the navigation bar, there is a breadcrumb trail: "Home > Certified Products > Rebate Finder > Special Offers and Rebates from ENERGY STAR Partners". The main heading is "Certified Products" with a sub-heading "Your source for energy efficient product information". Below this, there are four links: "All Certified Products", "How a Product Earns the Label", "Save Energy at Home", "Join Our Movement", and "Product Specifications Search". The main content area is titled "ENERGY STAR Rebate Finder" and features a large banner image of a family sitting on a grassy hill. The banner text reads: "Find rebates and special offers near you on ENERGY STAR certified products. Products that earn the ENERGY STAR label meet strict energy-efficiency specifications set by the U.S. EPA helping you save energy and money while protecting the environment." Below the banner, there is a form to "Enter your zip code to begin." with a dropdown menu for "All Zip Codes" and a "FIND REBATES" button. Below the form, there is a section titled "Additional Resources from ENERGY STAR" with three cards: "LEARN MORE ABOUT PRODUCTS" (with a dropdown menu for "Select a Product Category"), "PRODUCT FINDER" (with a "START HERE" button), and "My ENERGY STAR" (with a "GET STARTED" button).



## Questions?

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

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

