



ENERGY STAR[®] Most Efficient Pilot Update

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Today



- Most Efficient of ENERGY STAR: Goals and Overview
- Pilot Products and 2011 Criteria
 - Status of Recognition
 - Thoughts re: 2012 Criteria
- Promoting Most Efficient of ENERGY STAR
 - Guidelines
 - Utility Activity
 - Retail Activity
- Next steps

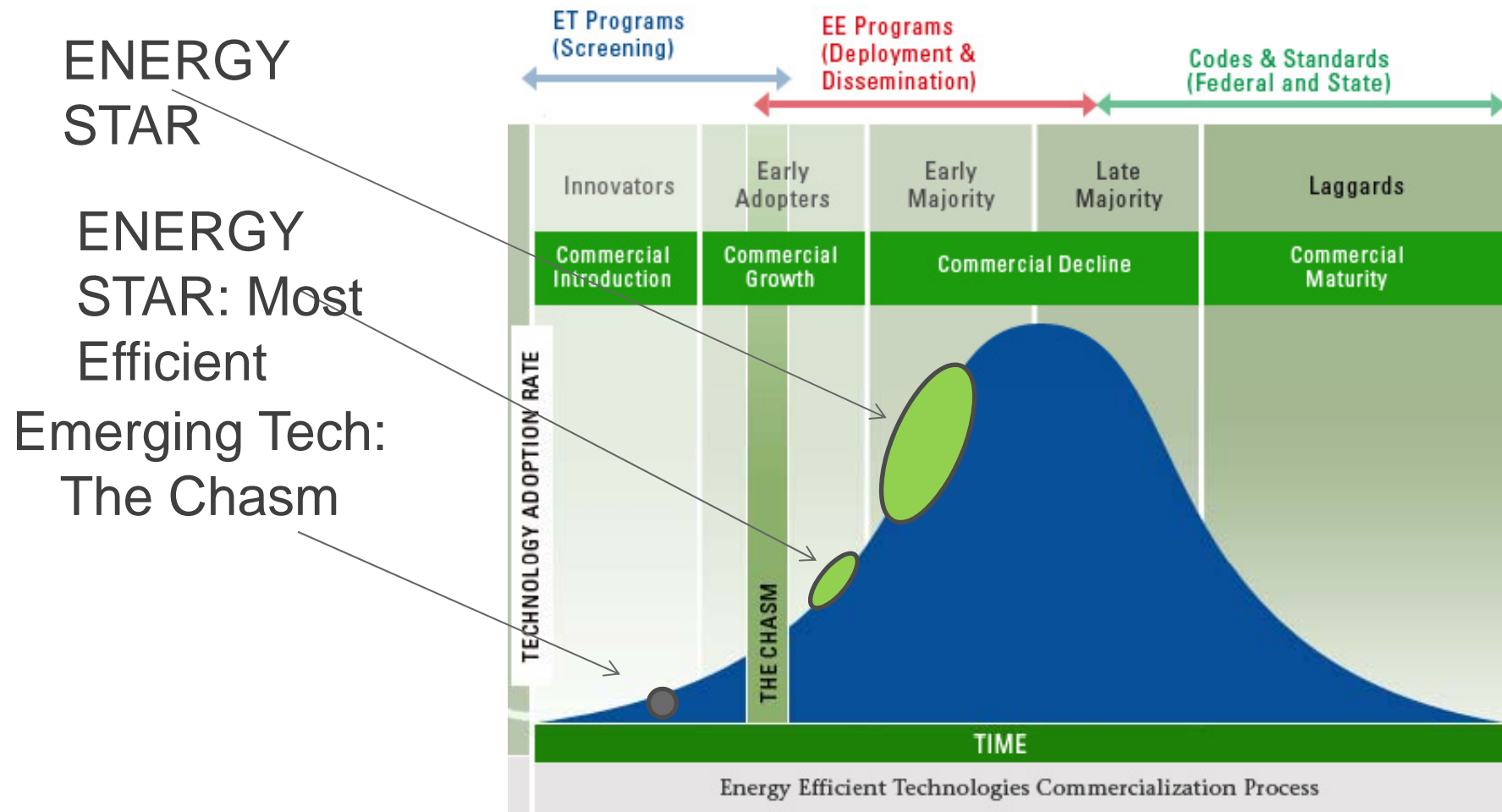
Goal



Drive more energy efficient products into the market more quickly by identifying the top, few, most energy efficient products for early adopters without confusing consumers or harming the ENERGY STAR brand.

EPA recognized the need to deploy clean technologies faster to address climate change

Most Efficient



ENERGY STAR Most Efficient Proposed Recognition Principles



- Recognize performance that is truly exceptional; aspirational; leading edge (i.e., consistent with the interests of early adopters)
- No compromise in performance
- More than one manufacturer
- Structure so that recognized products deliver top performance regardless of geography/climate
- Not necessarily available for all configurations or in the largest sizes

Pilot launched May 5, 2011- In Play Now



- Performance levels for recognition finalized.
Based on:
 - Case-by-case review of performance data and technology developments for each category
 - Superior efficiency; latest in technological achievement
 - Very small initial set of qualifying models
- Stakeholders notified; manufacturers invited to submit products

Categories, Criteria



Category	Requirements		
Clothes Washers	Clothes Washer Volume	MEF	WF
	≤ 2.5 cubic feet	≥ 2.3	≤ 4.5
	> 2.5 cubic feet	≥ 3.0	≤ 3.3
Air-source heat pumps	≥18 SEER, 12.5 EER, & 9.6 HSPF for split systems; 16 SEER, 12 EER & 8 HSPF for packaged systems; communications, diagnostics and automated configuration		
Central air conditioners	≥18 SEER & 12.5 EER for split CAC, 16 SEER & 12 EER for packaged CAC; communications, diagnostics and automated configuration		
Furnaces	97 AFUE; communications, diagnostics and automated configuration.		
Geothermal heat pumps	Equivalent to Tier 3 levels established in the ENERGY STAR Program Requirements; communications, diagnostics and automated configuration		
Refrigerator-freezers	≤422 kWh per year ; at least 30% better than Federal standard		
Televisions	<p>A < 400: $P_{\max} = (0.046 * A) + 13.0$</p> <p>400 ≤ A ≤ 1068: $P_{\max} = (0.073 * A) + 2.0$</p> <p>A > 1068: $P_{\max} = 80$</p> <p>P_{\max} = max On Mode power consumption; A = viewable screen area in sq. inches</p>		

Most Efficient Recognized Products



	Number of Most Efficient Models	Brands	Manufacturers	Manufacturer Names	Size Range	Technology Type
Televisions	18	5	4	Best Buy, Panasonic, LG	16 to 60 inches	LCD, LED, OLED
Clothes Washers	18	8	4	Electrolux, Samsung, LG, Miele	1.98 to 4.42 Cubic feet	N/A
Refrigerator- Freezers	2	1	1	LG	21 to 26 Cubic Feet	N/A
Air-Source Heat Pumps	27	7	4	Nordyne, Lennox	23000 to 44500 MBtu/h	N/A
CAC	22	9	4	Rheem, Rudd, Nordyne, Lennox	24600 to 49500 MBtu/h	N/A
Furnaces	11	1	1	Lennox	64 to 128 MBtu/h	N/A
GHP	40	1	1	FHP Manufacturing- Bosch Group	28500 to 78000 Btu/h	N/A

Guidelines for Using the Most Efficient Designation



Guidelines for using the ENERGY STAR® Most Efficient Designation

The ENERGY STAR Most Efficient designation is an extension of the ENERGY STAR® brand and is designed to recognize and advance the most efficient products among those that qualify for the ENERGY STAR. This recognition will be for specific categories and awarded for a specific year. The goal of this effort is to encourage new, more energy-efficient products into the market more quickly by targeting early adopters. Each year, EPA will establish criteria for specific product categories to earn the Most Efficient designation. Products that are recognized as Most Efficient must already qualify for the ENERGY STAR label.

The purpose of this document is to lay out the specific rules to use this designation. These guidelines supplement the ENERGY STAR Identity Guidelines that an organization has already committed to abide by as part of their partnership with EPA. These guidelines were developed to ensure that this Most Efficient designation is used correctly. Below is the designation:

Most Efficient 2011
www.energystar.gov

USING THE MOST EFFICIENT DESIGNATION

This designation may be used in point-of-purchase (PoP) displays at retail or as a visual identifier on product literature or Web pages that highlight these products. Utilities and regional energy efficiency programs can also use the designation as a visual identifier to encourage consumers to look for the most energy efficient products. When using the designation:

THINGS THAT YOU CAN DO:

- Highlight a product that has been recognized as Most Efficient.
- The designation may be resized, but the proportions must be maintained. For legibility in print, it is recommended that the designation not be reproduced smaller in width than .375 inch (9/64").
- A clear space of .323 (1/31) the height of the designation should surround the designation at all times. No other graphic elements, such as text and images can appear in this area. This spacing is mandatory since the designation may appear within materials using complex imagery, such as other designations, graphic devices, and text.
- The designation should always appear in ENERGY STAR Blue (100% Cyan), whether on the Web or in print materials.

THINGS YOU CANNOT DO:

- Use it on products or product packaging.
- Use it to denote ENERGY STAR partnership or endorsement.
- Alter the lock up of the designation.
- Rotate the designation.
- Separate any of the designation's elements.
- Violate the clear space of the designation.
- Display the designation in any color besides ENERGY STAR Blue (100% Cyan).
- This designation **cannot** be used on:
 - Buildings
 - Business Cards
 - Homes
 - Letterhead
 - Non-Product specific promotional materials
 - Stationary
 - Vehicles

United States Environmental Protection Agency

Guidelines for using the ENERGY STAR® Most Efficient Designation

EXAMPLES

PREFERRED TEXT ON A RETAILER WEBSITE:

USING THE DESIGNATION IN A RETAILER DISPLAY:

WRITING ABOUT PRODUCTS THAT QUALIFY FOR THE MOST EFFICIENT DESIGNATION

When writing about products that have been recognized as Most Efficient, please use the following language: "Recognized as the Most Efficient of ENERGY STAR (YEAR)". This language can be used to highlight Most Efficient designated products on the Web and in print materials.

CORRECT	INCORRECT
<ul style="list-style-type: none"> Products that are recognized as the Most Efficient of ENERGY STAR in 2011 prevent greenhouse gas emissions by meeting rigorous energy efficiency performance levels set by the U.S. Environmental Protection Agency. Company [X] produces/sells a product that has been recognized by EPA as Most Efficient in 2011. Product X has been designated as one of the Most Efficient ENERGY STAR qualified products in 2011. Awarded the ENERGY STAR Most Efficient designation in 2011 Refrigerator (or washing machine, etc.) has been awarded ENERGY STAR Most Efficient for 2011 ENERGY STAR Most Efficient recognition ENERGY STAR Most Efficient criteria Recognized as the Most Efficient of ENERGY STAR in (YEAR) 	<ul style="list-style-type: none"> Company X, a company endorsed by EPA/DOE Endorsed by EPA/DOE EPA/DOE-endorsed An EPA/DOE approved seller of EPA/DOE-approved An ENERGY STAR (or Most Efficient) recommended product An ENERGY STAR Most Efficient company A Most Efficient company Winner of the Most Efficient award Most Efficient compliant refrigerator Most Efficient certified refrigerator Most Efficient rated refrigerator Refrigerator (or washing machine) has "won" the Most Efficient label

Guidelines for using the ENERGY STAR® Most Efficient Designation

AS A REMINDER, WHEN WRITING ABOUT ENERGY STAR:

- The ENERGY STAR name should always appear in capital letters.
- The registration symbol ® must be used with the first time the words "ENERGY STAR" appear in material and:
- The ® symbol should always be in superscript.
- There shall be no space between the words "ENERGY STAR" and the ® symbol.
- The ® symbol shall be repeated in a document for each chapter title or Web page.
- Companies must abide by all pertinent rules outlined in the ENERGY STAR Identity Guidelines when using the ENERGY STAR designation with Most Efficient language. The ENERGY STAR Identity Guidelines are available at www.energystar.gov/logos.

ENERGY STAR REVIEW POLICY

- Print and online materials where the Certification mark and Preferred Text is placed next to products that have earned the Most Efficient designation do not need to be approved.
- EPA must approve any major educational or promotional campaigns that feature the Most Efficient name or designation prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to your Account Manager or primary program contact.

FOR MORE INFORMATION

- If you have questions regarding the use of the ENERGY STAR Most Efficient designation, please e-mail logomisuse@energystar.gov. You can also visit www.energystar.gov.

DESIGNATION VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name and designations, including the use of the Most Efficient designation. The following explains the general course of action for addressing designation violations:

- Anyone who misuses the designations will be contacted in writing or by telephone.
- A reasonable amount of time will be given to correct the error(s) per EPA's discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
- Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in withdrawal of recognition.

Examples



White 4.0 cu. ft. Front-Load Washing Machine
ENERGY STAR®

Sears Item# 02540272000 | Model# 40272

★★★★☆ Rating 4 ([75 Written Reviews](#) | [Create a Review](#)) [I Own](#)

Reg Price: ~~\$829.99~~
Savings: ~~\$280.00~~
\$549.99

**Recognized as the most efficient
of ENERGY STAR 2011**

[Follow Price](#)

This product is eligible for Delivery or Store Pickup

☒ Delivery ☐ Store Pickup

[Add to Cart](#) [Add To List](#)



Examples



Sample: Product Web page



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

[Home](#) > [Products](#) > [Find ENERGY STAR Products](#) > [Televisions](#) > **Most Efficient Televisions**

ENERGY STAR Most Efficient 2011 – Televisions

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Samsung UN46C5000QF

MSRP:	\$1119
Screen Size:	46 inches
Resolution:	1920 x 1080
Display Type:	LCD
Automatic Brightness Control?:	Yes
Annual Energy Use (kWh):	80
Annual Cost to Operate*:	\$9.15

More

LG 55LE7300

MSRP:	\$2745
Screen Size:	55 inches
Resolution:	1920 x 1080
Display Type:	LCD
Automatic Brightness Control?:	Yes
Annual Energy Use (kWh):	154
Annual Cost to Operate*:	\$17.40

More

Samsung UN60C6300

MSRP:	\$2999
Screen Size:	60 inches
Resolution:	1920 x 1080
Display Type:	LCD
Automatic Brightness Control?:	Yes
Annual Energy Use (kWh):	190
Annual Cost to Operate*:	\$21.47

More

*Estimated using an average price of electricity of 11.3 cents per kilo-watt hour and 5 hours of TV use per day.

☒ Email This Page

Products

Find ENERGY STAR Products

How a Product Earns the Label

Save Energy at Home

Join Our Movement



Promoting Most Efficient: Energy Efficiency Program Activity



- ENERGY STAR remains the basis for promotions for most
- Some will build pilot promotions around Most Efficient and share feedback
- Planning underway for 2012 pilots
- Promising early efforts
 - 2 utilities
 - Over 200 participating stores
 - Expected reach ~2 million customers




Promoting Most Efficient: Retail Activity



- Retailers receptive to Most Efficient (ME) – predominantly as an approach to even out inconsistencies in utility programs
- Other interests include:
 - Where good assortment, promoting ME to provide sell-up opportunities
 - Particularly relevant for laundry since ME has strong presence in that category
 - Where retailers have exclusive brands (e.g., Sears' Kenmore and Best Buy's Insignia), retailer interested in leveraging ME to bolster these brands



Example: Sears Online Product Page



Kenmore Elite 4.3 cu. ft. Front-Load HE Washer

| Sears Item# 02641532000 | Model# 41532

★★★★★ Rating 5 (Based on 1 Written Reviews | Create Review)

Reg Price: ~~\$1269.99~~
Savings: \$189.00
\$1070.99

Sold by Sears

Check for as-is items in your area

Follow Price


☒ Delivery ☐ Store Pickup

Check Availability

Check for Energy Star rebates near you:

Zip Code:

Shop Your Way Rewards® Members earn 10710 Points if they purchase this item. [More](#)

 Great offers, more savings with your Sears card. [Apply Now](#)

More Product Information...

- Description
- Specifications
- Ratings & Reviews
- Sears Can Help
- Special Offers

Product Description

This Kenmore Elite 4.3 cu. ft. front-load HE washer starts with Smart Motion Technology, which creates an amazing selection of cycles to provide the ultimate in customized care and cleaning. Fresh, new features make it easy to keep the drum and the wash load fresh.

This ENERGY STAR washer has been certified as an ENERGY STAR Most Efficient appliance. (Highest Rating Available)

When you select the Stay Fresh Option, the washer will periodically tumble the wash load to keep clothes smelling fresh.



Example: Sears Online Product Page (Cont'd)



Appliances > Washers & Dryers > Front-Load Washers

GET IT TODAY with FREE in store pick up [learn more](#) ▶ [Return in 5](#) Quick. Easy. Done in 5 minutes. [guarantee](#)

Kenmore Elite 4.3 cu. ft. Front-Load HE Steam Washer - White ENERGY STAR®

| Sears Item# 02641542000 | Model# 41542

★★★★★ (Be the first to rate and review this item)

Reg Price: ~~\$1389.99~~
Savings: \$208.50
\$1181.49

Sold by Sears

[Check for as-is items in your area](#)

[Follow Price](#)

☒ Delivery ☐ Store Pickup

[Check Availability](#)

[Add to Cart](#) [Add To List](#) [▼](#)

[Wishlist, Registries](#)

Check for Energy Star rebates near you:

Zip Code: [Go](#)

Shop Your Way Rewards® Members earn 11815 Points if they purchase this item. [Learn More](#)

[Great offers, more savings with your Sears card. Apply Now!](#)

[Overview](#) [Specifications](#)

Special Offers

- [Need it now...check availability](#)
- [No interest if paid in full within 6 months. 09/17/2011. Items sold by Sears](#)

[Click to call a Sears expert now.](#)

[Chat live with a Sears expert now.](#)

[Available for home delivery. Check](#)

[Buy online - Pick up in store eligible](#)

[Special pricing for Hawaii, Alaska, & Puerto Rico](#)

[Sell your product on Sears. Learn more.](#)

More Product Information...

[Description](#) [Specifications](#) [Ratings & Reviews](#) [Sears Can Help](#) [Special Offers](#)





Next Steps

- Evaluated 2011 Criteria (complete)
 - Does it effectively recognize the most efficient products on the market in the covered product categories?
- Release 2012 draft
- Extend Pilot through 2012
 - Add: Boilers
 - Revise: TVs, Refrigerators
 - Maintain: Other categories and levels

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