



# **ENERGY STAR® Appliances**

## **Welcome & Update**

**Rosemarie Stephens-Booker, U.S. EPA**

**ENERGY STAR Products Partner Meeting**

**October 25, 2016**

**New Orleans, LA**



# Welcome to New Orleans!



## Upcoming Appliance & Plenary Sessions

### Today

- 9:00 – 12:00: Appliance Roadmapping Parts I & II
  - 9:00 – 10:00 Part I: Why Smart Home Technology will Revolutionize the Energy Efficiency Game
  - 10:15 – 12:00 Part II: Collaborative Opportunities in the Connected Home

### Tomorrow:

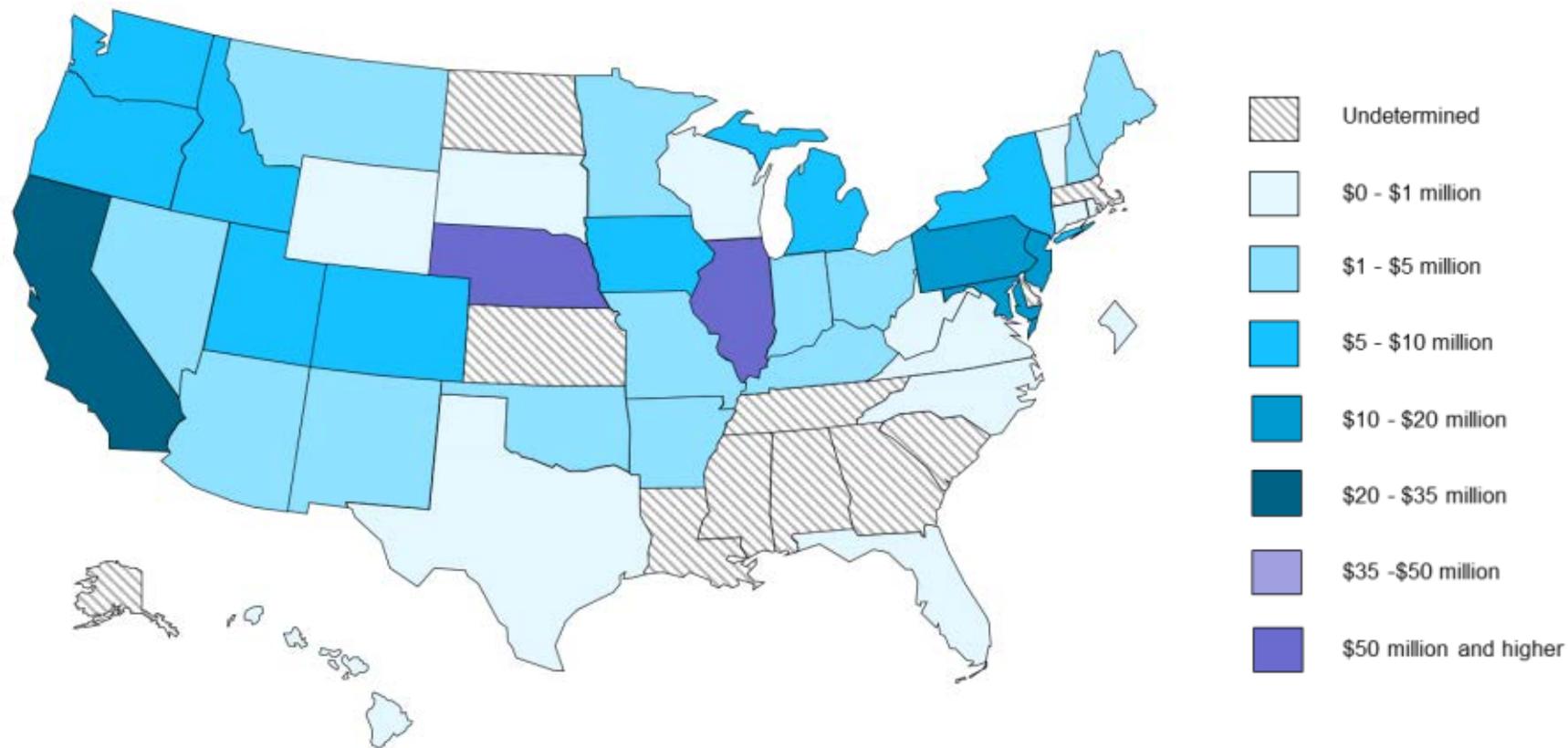
- 9:30 – 10:30: ENERGY STAR Consumer Education and Marketing Update
- 1:15 – 2:15: The ENERGY STAR Retail Products Platform
- 2:15 – 3:15: Best Value Finder: A New Tool for Cost-Conscious Consumers

- ENERGY STAR partners continue to drive strong sales across the appliance market.
- Continued success in 2016 with Flip Your Fridge for **REFRIGERATORS** and **FREEZERS**.
- New **ROOM AIR CONDITIONER** promotion helped consumers make the cool choice!



## Energy Efficiency Program Sponsor Appliance Promotions

55% of states had appliance program budgets larger than \$1 million, and 6 states devoted more than \$10 million to their appliance programs.



## 2016 Flip Your Fridge – Building on Success

- Second year of the national promotion, helping increase the sale of ENERGY STAR refrigerators and freezers
- More than 35 partners participated – thank you!
- EPA highlights include:
  - 5 million impressions from advertising on Google and Facebook
  - 7.5 million impressions from syndicated NAPS article



## 2016 Flip Your Fridge – on *The Rachael Ray Show* with LG



Together with Best Buy, LG launches a special Earth Day promotion featuring Flip Your Fridge on The Rachael Ray Show.

The screenshot shows the LG website's promotional page for the 'Flip Your Fridge' promotion. At the top, the navigation bar includes 'RACHAEL', 'Recipes', 'Show Info', 'Shop', 'Giveaways', 'Club RR', 'Log In', and a search bar. The main banner features the LG logo and the text 'MAXIMIZE YOUR SAVINGS. HELP MINIMIZE YOUR IMPACT.' with a 'SHOP NOW >' button. Below this, a central section titled 'Turn Earth Day Into Everyday' invites users to 'Enter Our Sweepstakes for a Chance to Win an LG Energy Star Certified Black Stainless Steel Fridge'. It includes a 'ENTRY AND RULES HERE >' button and a 'FLIP YOUR FRIDGE TODAY' button. To the right, it states 'We're giving away a new LG Energy Star certified Fridge every day through April 28th. Each day is a new sweepstakes with a new chance to win!'. Logos for Energy Star, Best Buy, and LG are visible. At the bottom left, there is a section titled 'THIS EARTH DAY, #FLIPYOURFRIDGE with LG and Best Buy' with the text 'Recycle your old refrigerator and replace it with an LG Energy Star Certified model.' and the EPA logo. The bottom right features a kitchen scene with a refrigerator and the text 'Cook to Perfection'.



## 2016 Flip Your Fridge – on *The Rachael Ray Show* with LG





## Flip Your Fridge – Best Buy

Best Buy's Brynn Albrecht tells consumers its never a bad time to Flip Your Fridge

**Best Buy Sustainable** @BestBuyCSR Follow

Is your fridge old enough to drive? If so, it might be time to [#FlipYourFridge](#) @ENERGYSTAR corporate.bestbuy.com/?p=11029

Expert Service. Unbeatable Price. Weekly Ad Credit Cards

**BEST BUY** About Careers Investors Community Relations Sustainability Government Affairs

### Don't Flip Out, Flip Your Fridge!

By Brynn Albrecht

May 6, 2016

Is your fridge old enough to drive? If so, it might be time to flip your fridge and replace that energy-hogging refrigerator with a new ENERGY STAR® certified model. Supporting the EPA's ENERGY STAR "Flip Your Fridge" 2016 promotion, the [Rachael Ray Show](#) awarded seven viewers with LG's new Black Stainless Steel ENERGY STAR certified refrigerator. Best Buy will provide the new fridges and Best Buy's Geek Squad will hook them up.

The Flip Your Fridge effort, which runs through Memorial Day, is being promoted across the country. Since Earth Day (April 22), Best Buy and LG have been

## Flip Your Fridge – Sears



Sears helps customers find the right fridge with the Flip Your Fridge ruler.



## 2016 Flip Your Fridge – Danby



***ENERGY STAR and Danby Want You To Flip Your Fridge Part 1***



***ENERGY STAR and Danby Want You To Flip Your Fridge Part 2***

**Danby shows us, quite literally, how to Flip Your Fridge with two fun videos.**



## 2016 Flip Your Fridge - Samsung

Samsung highlights Flip Your Fridge on its product pages.

**SAMSUNG** SHOP PRODUCTS OWNERS & SUPPORT

Get a graduation gift now. Save later. Spend \$400 or more on a gift in May and save on something for yourself later this summer.

Home > Shop > Refrigerators > French Door > RF28R5001SG/EA

**36" Wide, 25 cu.ft. French Door with External Water & Ice Dispenser (Black Stainless Steel)**

Up to 10 lbs. of Ice Daily for Family and Friends

High-Efficiency LED Lighting Illuminates Virtually Every Corner

Twin Cooling Plus™ helps Produce Stay Fresher Longer

Fresh, Filtered Water Straight from Your Refrigerator

**\$2,599**

Find Online or Locally

Actual retail prices may vary. See online and local retailers near you.

**About This Product**

This 25 cu. ft. French door refrigerator is perfect for families and those who like to entertain. A spacious interior fits even any wide items, and it's brightly lit by high-efficiency LED lights. Twin Cooling Plus technology helps keep food fresher for longer. You'll also enjoy the convenience of an in-door filtered water and ice dispenser that is capable of producing up to 10 lbs. of ice per day.

Up to 10 lbs. of Ice Daily for Family and Friends

Our Ice Maker produces up to 10 lbs. of ice per day\*. Space-saving design leaves more room in the refrigerator.

**Twin Cooling Plus™**

Helps Produce Stay Fresher: Refrigerator air is kept at higher, near-commercial grade humidity levels to keep perishable fruits and vegetables from spoiling quickly. Cooler freezer air means less freezer burn for better-tasting frozen foods. Dual-action cooling systems simultaneously lock in freshness in the refrigerator without affecting freezer air temperatures.

**Fresh, Filtered Water**

Get great-tasting, filtered water directly from your refrigerator. Spend less time and money buying bottled water.

**Stylish and Roomy**

Our beautiful, sleek design fits any kitchen decor and has enough room to fit up to 25 bags of groceries\*. Available in 36"/25 cu. ft., our refrigerator provides more space inside, not outside.

**ENERGY STAR Most Efficient 2014**

The ENERGY STAR Most Efficient 2014 designation recognizes the most efficient products among those that qualify for the ENERGY STAR program. This refrigerator meets all ENERGY STAR Most Efficient 2014 criteria, delivering cutting-edge energy efficiency and featuring advancements in technological innovation.

**High-Efficiency LED Lighting**

High-Efficiency LED Lighting illuminates Virtually Every Corner™. New high-efficiency design beautifully lights up everything inside so you're able to quickly spot what you want. Its sleek design saves more space than the traditional incandescent bulb.

**FLIP YOUR FRIDGE**  
REPLACE AND RECYCLE

**MEASURING GUIDE**

You've found a refrigerator that fits your style, but will it keep your kitchen cool? Use these measuring tips as a guide.



## 2016 Flip Your Fridge - Frigidaire

### THE FRIGIDAIRE GALLERY® SPACEWISE® TOP FREEZER REFRIGERATOR

### AN ENERGY EFFICIENT MAKEOVER

### FRIGIDAIRE PROFESSIONAL® REFRIGERATORS

### REFRIGERATOR FEATURE SPOTLIGHT

**COUNTER DEPTH DESIGN**  
Same usable space inside, less space outside. Our counter depth design gives you

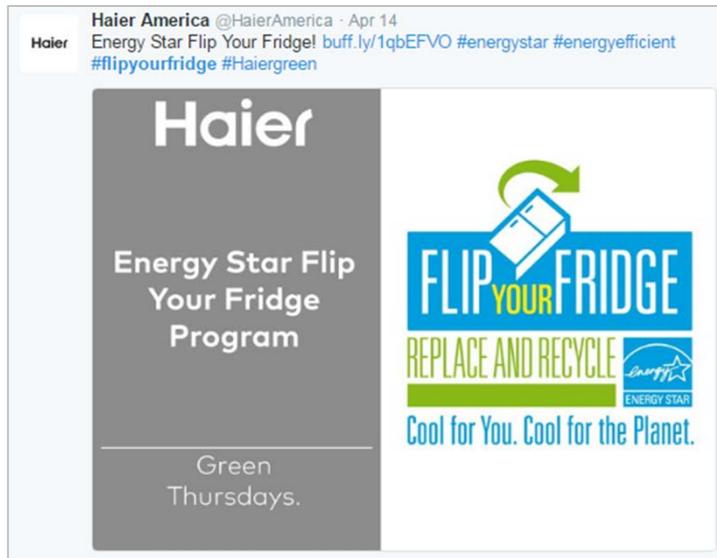
**SMUDGE-PROOF STAINLESS STEEL**  
Resists fingerprints and smudges so it stays

**PURESOURCE ULTRA® WATER FILTRATION**  
Clean, pure water straight from your

Dedicated ENERGY STAR landing page from Frigidaire featuring Flip Your Fridge messaging.



## 2016 Flip Your Fridge - Haier



Haier helped spread the word on social media.

Haier

About Us Support

Kitchen Laundry Air Digital Lifestyle Q

Home » Flip Your Fridge to ENERGY STAR®



## Flip Your Fridge to ENERGY STAR®

It's time to Flip Your Fridge.

Thursday, March 10, 2016

It's time to Flip Your Fridge. Replace your old refrigerator this spring with a new ENERGY STAR certified refrigerator to save energy, save money and help protect the climate. Replacing your old refrigerator with a new one that has earned the ENERGY STAR could



## Flip Your Fridge – Energy Trust of Oregon

Insulation Institute and 15 others follow

 **Energy Trust of OR** @EnergyTrustOR · May 2  
We can help #FlipYourFridge [energytrust.org/residential/in...](http://energytrust.org/residential/in...)



**ENERGY STAR** @ENERGYSTAR

Share if you plan to #FlipYourFridge to an ENERGY STAR certified model! [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge)  
#ENERGYSTARChat

← ↻ ❤️ ⋮



## Flip Your Fridge – Efficiency Vermont



**Efficiency Vermont** @EfficiencyVT · Apr 22

#FlipYourFridge this Spring! Replace your old fridge with an @ENERGYSTAR model to save energy & money! #earthday [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge)



**Efficiency Vermont** @EfficiencyVT · Apr 25

What's that noise? Not an @ENERGYSTAR certified refrigerator, they're quieter than standard models. #FlipYourFridge [ow.ly/4mPvFI](http://ow.ly/4mPvFI)



**Efficiency Vermont** @EfficiencyVT · Apr 24

Is your fridge old enough to drive? #FlipYourFridge to an @ENERGYSTAR model and use 1/2 the energy! [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge)





## Flip Your Fridge – Baltimore Gas & Electric

 **MyBGE** Like Page  
April 22 at 4:45pm · 🌐

#FlipYourFridge this Earth Day and make a difference for the environment. #DidYouKnow if all old refrigerators were replaced with ENERGY STAR certified ones, Americans could prevent as much as 13.4 billion pounds of greenhouse gas emissions annually? Learn more:



**FLIP YOUR FRIDGE**  
REPLACE AND RECYCLE 

**Cool for You. Cool for the Planet.**

Appliance Recycling | BgeSmartenergy

Get rewarded for recycling your old appliances! We make it easy. Let us pick up your old (working) refrigerator or freezer for recycling and get your reward! Sign up or call 866.898.1901 to schedule a pickup. \$50 Reward—Receive a \$50 reward...

BGESMARTENERGY.COM



## Flip Your Fridge – Fayetteville PWC



Fayetteville PWC

Yesterday at 11:00am · 🌐

👍 Like Page

Moving your old fridge to the garage is not recycling! You could be wasting \$110 a year! Learn more here: <http://www.faypwc.com/refrigerator-incentive-program/> #FlipYourFridge

### ENERGY STAR Refrigerator Incentive Program – Flip Your Fridge! | FAYPWC.COM

It's time to Flip Your Fridge! Why not recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR® certified model during the national Flip Your Fridge Campaign, April 22-May 30, 2016. You'll save energy and help protect the climate. Take advantage of PWC's Refrigerator Incen...

FAYPWC.COM

## Flip Your Fridge – Dayton Power & Light

**DP&L** Dayton Power & Light @DPLToday - Apr 23  
If you own one of the 60 million refrigerators over 10 years old, here's how you can #FlipYourFridge to save money:

**DP&L** Dayton Power & Light @DPLToday - Apr 23  
If you own one of the 60 million refrigerators over 10 years old, here's how you can #FlipYourFridge to save money:



Flip your fridge on Earth Day for savings - DP&L Savings Champion  
Be a Savings Champion and flip your fridge to an ENERGY STAR model to save on electric bills. Plus get tips to keep your refrigerator running effici...  
[savewithdpl.com](http://savewithdpl.com)



## Flip Your Fridge – Energize Delaware



**Energize Delaware** @EnergizeDel · Apr 27  
Time to #FlipYourFridge! Replace an old refrigerator w/ a new @ENERGYSTAR certified model to save money & energy



## Flip Your Fridge – Southern Minnesota Municipal Power Agency



**Southern Minnesota Municipal Power Agency (SMMPA) shows off Flip Your Fridge signage in The Home Depot and Best Buy.**



## Flip Your Fridge – Hawaii Energy

**Hawaii Energy**  
 April 22 at 2:00pm · Like Page

#FACT: An ENERGY STAR certified refrigerator uses less energy than two 60-watt light bulbs! Join us in the #FlipYourFridge campaign. #FlipYourFridge today and we'll give you \$150 in cool cash! Visit [www.hawaienergy.com/for-homes/rebates/appliances](http://www.hawaienergy.com/for-homes/rebates/appliances) to learn more.

Social media and customer e-newsletter from Hawaii Energy.

Web Version | Update preferences | Unsubscribe | Like | Tweet | Forward

# ↑ WATT'S UP

NEWS FROM HAWAII ENERGY

## Water + Energy: Their "Hidden" Connection

When it comes to things we depend on daily, electricity and water are likely to make the top tier of the list. In fact, you've probably done a few things that require you to mow the lawn. Water comes from a source that we often don't think of as a source of power. It won't power your car, but it will power your life. Follow us on social media for the latest scoop on all our rebates and the latest news!

Facebook | Twitter | Instagram | YouTube

Connect With Us

Instagram | Facebook | YouTube

ENERGY STAR® Wants You To #FlipYourFridge!

Replacing an old refrigerator with a new ENERGY STAR certified model will save you energy and money and help protect the climate. Now until June 30, Hawaii Energy will give you \$150 to purchase a new ENERGY STAR fridge\* and trade in your old one! For more information, call 837-5577 (Oahu) or 1-877-231-8322 (toll-free) or visit [HawaiiEnergy.com](http://HawaiiEnergy.com).

Don't forget to follow #FlipYourFridge and ENERGY STAR on social media to join the campaign!

\*Must be 18 or older and purchased from a Participating Retailer. The rebate is currently suspended in Hawaii County (read more [here](#)).



## The Cool Choice for Room AC

- Launched national promotion to promote ENERGY STAR certified room air conditioners
  - Benefits of new version 4.0 specification
  - Raise awareness of proper sizing and installation
- **157,000 pageviews** of room air conditioner product page during the main promotion period

ROOM AIR CONDITIONER

OVERVIEW SPECIFICATION BUYING GUIDANCE PROMOTIONS

The cool choice for room AC

When the weather heats up, make the cool choice of a new ENERGY STAR certified room air conditioner. You'll get cool comfort, energy savings, and improved sealing and insulation around the unit – and it'll cost less than seventy dollars per year to run! Some ENERGY STAR models come with smart functionality offering you even more control. Be sure to choose the right size for your space and install it properly to get the coolest savings this summer.

Ask the Expert: How to Buy a Room or Window Air Conditioner

PLEASE SEE REBATES FROM PARTICIPATING UTILITY PARTNERS

FEATURED BRANDS AND RETAILERS

Learn about special deals and more from participating partners

LG sears BEST BUY FRIEDRICH FRIGIDAIRE Haier Kenmore

Measure Your Room

Ask the Expert: How to buy a room AC

WATCH THE VIDEO

Smartphone or Computer

START SAVING WITH MY ENERGY STAR

Looking for ways to save energy at home? My ENERGY STAR makes it easy to browse energy saving tips, and to see how your actions can make a difference. Here are a few tips to get you started.

GET STARTED

See all the ways to save

THE COOL CHOICE FOR ROOM AC

PRODUCT FINDER

Looking for a specific ENERGY STAR certified product model?

START HERE

REBATE FINDER

ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

SUBMIT

DID YOU KNOW?

If all room air conditioners sold in the United States were ENERGY STAR certified, the cost savings would grow to more than \$350 million each year, preventing more than 6 billion pounds of greenhouse gas emissions annually – equivalent to the emissions from over 570,000 vehicles.

HEATING & COOLING NEWS

Check out recent ENERGY STAR certified product news

## The Cool Choice for Room AC – Kenmore



control your air conditioner from anywhere? *that's smart.*

The Kenmore AC™ App lets you control your Kenmore Elite® Smart Room Air Conditioner via your smart device so you can tailor your temperature, save energy and lower utility bills.

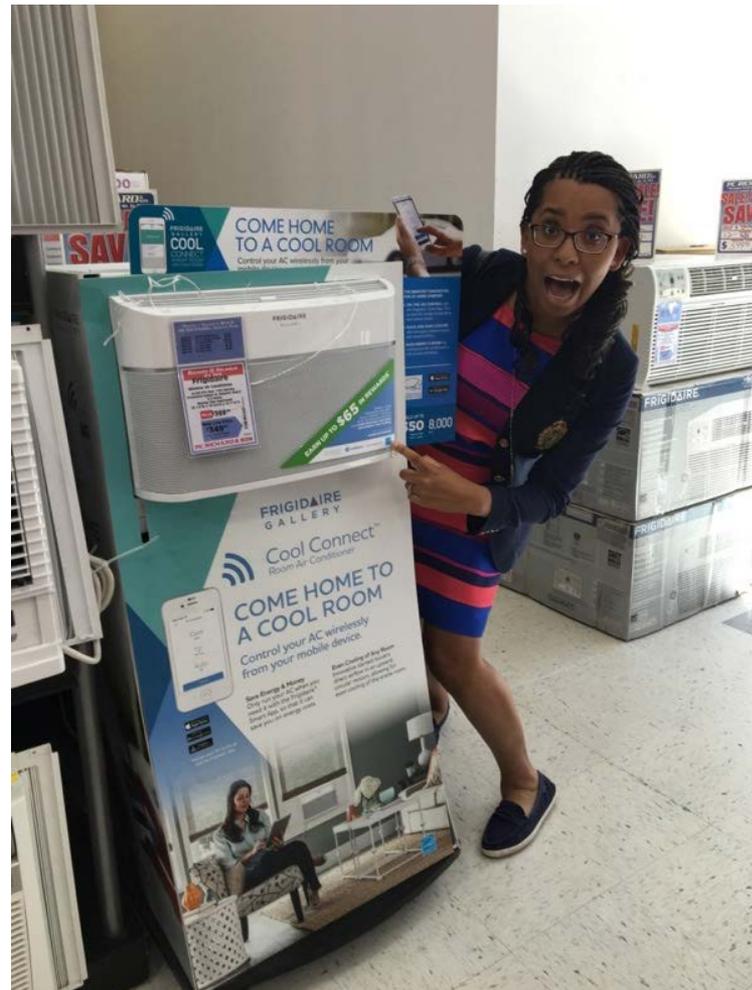
[Buy Now >](#)

**Kenmore Elite includes smart functionality and is highlighted on a segment on The Weather Channel.**





## The Cool Choice for Room AC – PC Richards





## The Cool Choice for Room AC – Best Buy

**BEST BUY** About Careers Investors Community Relations Sustainability Government Affairs

### Sustainable Tech: Saving Money and Staying Cool with Air Conditioners

It's summer, and it's sizzling hot outside. After a long day at work, many of us just want to kick back at home, feeling the chill from our air conditioners.

But how do you make that happen?

You could go the traditional route and blast your air conditioner all day, wasting money, energy and cool air on an empty home. OR, you could opt for an energy efficient air conditioner that helps you save money and live more sustainably (and you won't be sacrificing quality). Here are a few things to consider when shopping for sustainable air conditioners.

- **It's all about timing**  
Find AC units that have an integrated timer feature. Just punch in the time of day you come home from work and your house will be prepped and ready for you to relax in the cool.
- **Reach for the stars**  
ENERGY STAR® that is. These energy efficient models can save you major bucks on your utility bill. In 2015, Best Buy® sold enough ENERGY STAR

By Brynn Albrecht  
July 19, 2016

f t

Best Buy highlights benefits of ENERGY STAR, plus connected functionality and shares in social media.



Stay Cool. Save Energy. Live Sustainably. Check out the latest [#sustainabletech](https://corporate.bestbuy.com/?p=11436) [corporate.bestbuy.com/?p=11436](https://corporate.bestbuy.com/?p=11436) @ENERGYSTAR





## The Cool Choice for Room AC – ComEd



**ComEd radio ad in Chicago area reminds people to stay cool with ENERGY STAR room air conditioners.**



## The Cool Choice for Room AC – New Hampshire Saves



**THE COOL CHOICE  
FOR ROOM AC**

**\$20 Mail-In Rebate**  
with the purchase of select ENERGY STAR® room air conditioners

**Did you know?**

 ENERGY STAR room air conditioners **use 15 percent less energy** and, on average, cost less than \$70 per year to run.

**Remember!**

 Bigger is not always better! Make sure your room air conditioner is the **right size for your space**. An oversized unit is less effective and wastes energy.

Apply online at [NHSaves.com/rebate](https://www.nhsaves.com/rebate)

**NH SAVES**  
we all win

# ENERGY STAR Clothes Dryers – Northwest Energy Efficiency Alliance

## ENERGY SAVINGS FOR YOUR DRYER HALF

You may not realize it, but your typical clothes dryer uses more energy than any other household appliance. ENERGY STAR certified dryers use 20 to 60 percent less energy than conventional models while still delivering on features and performance. So you'll save money on energy bills and your towels will still get wonderfully dry.

ASK YOUR RETAIL SALES ASSOCIATE ABOUT REBATES ON ENERGY STAR CERTIFIED DRYERS.



Put Your Logo Here

Look for three levels of savings with these ENERGY STAR certified dryers:

### ENERGY STAR CERTIFIED dryers

Up to **20%** more energy savings than conventional models

**Top feature:** energy saving technology with auto-shutoff once clothes are dry

### ENERGY STAR CERTIFIED hybrid heat pump dryers

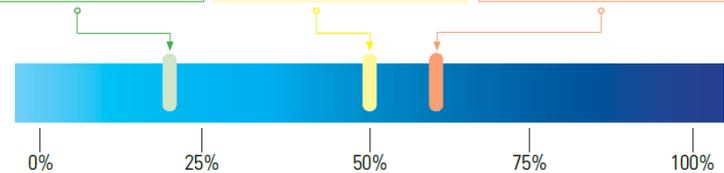
Up to **50%** more energy savings than conventional models using advanced technology

**Top feature:** includes heat pump technology allowing the ability to control efficiency

### ENERGY STAR CERTIFIED heat pump dryer

Up to **60%** more energy savings than conventional models using advanced technology

**Top feature:** ventless and compact models can be installed almost anywhere



### DID YOU KNOW?

Heat pump dryers use advanced technology requiring about half the energy of a standard electric dryer by transferring the heat instead of creating it. Heat pump technology is already used in other super-efficient appliances such as heat pump water heaters and ductless heating and cooling systems.

Put Your Logo Here



ENERGYSTAR.GOV

NEEA flyer helps members promote certified dryers and highlights efficiency of heat pump dryers.

## ENERGY STAR Washers & Dryers – Best Buy



**BEST BUY** About Careers Investors Community Relations Sustainability Government Affairs

### On Earth Day, 5 Tips For Efficient Laundry



**By Suzanne Hilker**  
April 22, 2016

Laundry is a part of life, and on this Earth Day, we want to spin through some tips for conserving energy while cleaning your clothes.

Appliances that use less energy and water can also help you spend less money on utility bills.

Whether you're shopping for a new washer and/or dryer, or want to be more efficient with the appliances you already have, this information might come in handy.

- Look for ENERGY STAR® certified washers. They use about 25 percent less energy, which can help save you about \$40 a year on your utility bill compared with a standard model. They also can save 3,000 gallons of water per year. (And one more note: If all clothes washers sold in the United States were [ENERGY STAR](#) certified, it would save consumers nearly \$4 billion a year in energy costs and reduce carbon emissions by the same amount as taking 1.8 million vehicles off the roads.)
- A high-efficiency, front-loading washer is an eco-friendly choice because its faster spin speeds reduce time and energy spent drying clothes.



## ENERGY STAR Appliances - ConEdison

**SAVE**  
on Qualified  
Appliances!

Qualifying appliances must be purchased between January 1, 2016 and December 31, 2016 to be eligible.

- \$75** Rebate\* CEE Tier II or III Certified **Refrigerators**
- \$50** Rebate\* ENERGY STAR® Certified **Dishwashers**
- \$35** Rebate\* ENERGY STAR® Certified **Clothes Washers**
- \$30** Rebate\* ENERGY STAR® Certified **Room Air Conditioners**
- \$20** Rebate\* ENERGY STAR® Certified **Dehumidifiers**

conEdison

Apply online at [conEd.com/HVACrebates](http://conEd.com/HVACrebates)

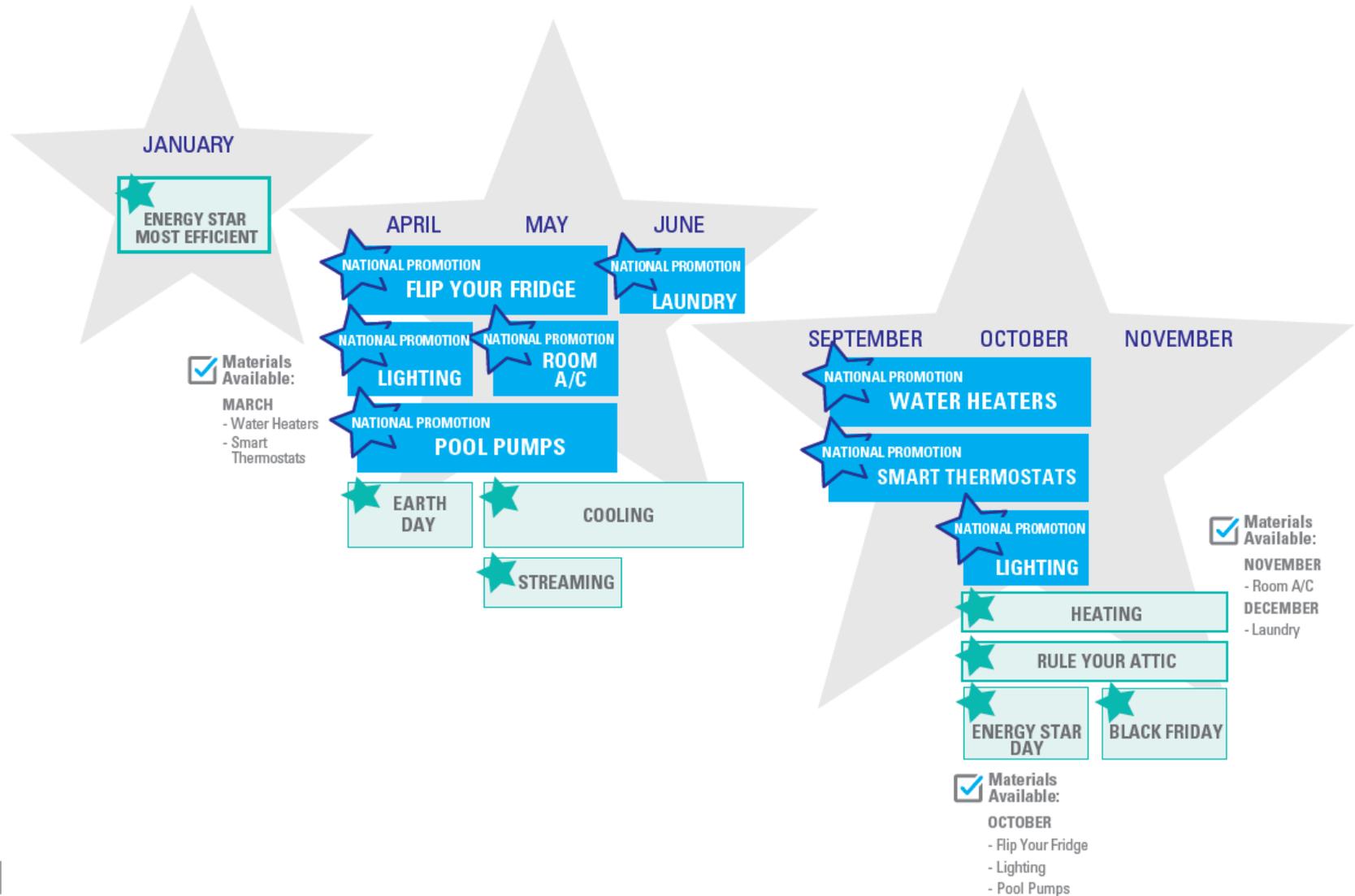
All individually metered residential Con Edison electric customers are eligible to apply. Terms are subject to change. Please see website for further details.

# ENERGY STAR Most Efficient – PSEG Long Island

The screenshot shows the PSEG Long Island website with a navigation menu and a sidebar. The main content area features a large banner for a "\$75 Rebate" on a "Most Efficient 2016" clothes washer. Below the banner, the text reads: "Most Efficient 2016 Clothes Washers. Save \$75 on a new ENERGY STAR® clothes washer." It explains that the average American family washes about 300 loads of laundry each year and that ENERGY STAR certified washers use about 20% less energy and 35% less water than regular washers. The page also includes a "Get Your Rebate" section with buttons for "Apply Online", "Apply By Mail", and "Online Application Status". A "Rebate Qualifications & Details" section lists requirements such as purchasing between 1/1/16 and 12/31/16 and submitting the rebate within 90 days. A "Benefits" section lists three key advantages: using less energy, using less water, and the long-term savings of newer models. The EPA logo is visible in the bottom left corner of the page.



# Annual Outreach Plan: ENERGY STAR Products





## Appliances Specification Development “At-A-Glance”

ENERGY STAR Specification Key Criteria Updates								
Product	Current Version	Version in Development	Energy Use Requirements	Water Use Requirements	Connected Functionality	Other	Release Date	Effective Date
Clothes Washers	7.1	V 8.0	✓	✓	✓	Cleaning Performance Test Method under Development	March 2014	March 2015
Clothes Dryers	1.0	N/A	✓	N/A	✓	Max Dry Time	May 2014	January 2015
Dehumidifiers	4.0	N/A	✓	N/A	N/A	Humidistat Control	February 2016	October 2016
Room Air Conditioners	4.0	N/A	✓	N/A	✓	Installation Requirements	February 2015	October 2015
Refrigerators & Freezers	5.0	Review for V 6.0	✓	N/A	✓	Test Method to Validate Demand Response	May 2013	September 2014
Residential Dishwashers	6.0	N/A	✓	✓	✓	Optional Cleaning Performance Reporting	April 2015	January 2016



## Current & Upcoming Reviews/Revisions

- Clothes Washers V 8.0
  - Draft 2 released on Oct 21, 2016 alongside draft Test Method to Evaluate ENERGY STAR Clothes Washer Cleaning Performance. *Comment period open until Nov 18, 2016.*
    - When completed, use of the cleaning performance test is optional but encouraged.
  - Revised levels for Residential front load washers, and for Commercial washers.
  - Updated definitions for combination products.
  - Effective date aims to align with DOE federal standards change: January 1, 2018.
- Refrigerators V 6.0
  - Draft 1 anticipated later this fall.
  - Final spec: Q2/Q3 2017, anticipated effective date: early 2018
- New product categories under consideration: Miscellaneous Refrigeration, Cooktops

## ENERGY STAR Most Efficient

- Continuing to target early adopters and high-end green consumers
- In 2016, 10 energy efficiency program sponsors serving **16 million residential customers** featured ENERGY STAR Most Efficient 2016.
- 2016 NPR radio ads in Vermont, Washington, DC, and Long Island, NY garnered **671,000 impressions**
- 2017 introducing **ENERGY STAR Most Efficient Dryers!**
- Hear more about 2017 marketing plans at tomorrow's Consumer Education & Marketing session!





## Appliance Marketing and Training Resources

- ENERGY STAR Marketing Tools & Resources: featuring all the latest promotional materials
  - [energystar.gov/marketing\\_materials](http://energystar.gov/marketing_materials)
- Updated Consumer Messaging Guide
  - New messaging on room air conditioners and heat pump dryers
- Sales Associate Training Presentations at [energystar.gov/training](http://energystar.gov/training)
  - Room Air Conditioners
  - Refrigerators
  - Dishwashers
  - Clothes Dryers
  - Clothes Washers
  - ENERGY STAR Most Efficient



**ENERGY STAR CERTIFIED CLOTHES DRYERS**

**ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR**  
 Clothes dryers that have earned the ENERGY STAR use approximately 20% less energy than standard models. The following information details performance requirements, technological features, savings assumptions and savings facts that can be used to promote the benefits of ENERGY STAR.

ENERGY STAR REQUIREMENTS	
PRODUCT TYPE	COMBINED ENERGY FACTOR (cEFC)
Vented Gas	3.48
Ventless or Vented Electric, Standard (4.4 cu-ft or greater capacity)	3.93
Ventless or Vented Electric, Compact (120V) (less than 4.4 cu-ft capacity)	3.80
Vented Electric, Compact (240V) (less than 4.4 cu-ft capacity)	3.45
Ventless Electric, Compact (240V) (less than 4.4 cu-ft capacity)	2.68
Cycle Time Requirement	
Maximum Test Cycle Time	80 Minutes

The latest ENERGY STAR specifications become effective on January 1, 2015.

**ENERGY SAVINGS**  
 If all clothes dryers sold in the United States were ENERGY STAR certified, the energy cost savings would grow to more than \$1.5 billion each year and 21 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 2 million vehicles.

- Over the lifetime of the product, an ENERGY STAR certified clothes dryer saves 1,500 kWh, more than 1 million BTUs of natural gas, and \$160 in energy bills.
- A full size electric ENERGY STAR certified clothes dryer saves 1,900 kWh of electricity and \$190 in energy bills over the lifetime of the product.
- A full size gas ENERGY STAR certified clothes dryer saves more than six million BTUs of natural gas and \$65 in energy bills over the next 12 years.

[LEARN MORE AT energystar.gov](http://energystar.gov)  
 August 2015



## Appliance Roadmapping

- Next session today is conclusion of our year-long appliance roadmapping effort
- We appreciate the great discussion at last year's partner meeting and partner feedback on our roadmapping topics!
- During the session we'll cover:
  - Overview of key learnings
  - Presentation from the Shelton Group on latest research around smart home technology
  - Opportunity for networking
  - Expert panel including Retail, Utility, and Manufacturer perspectives
- We hope you'll join us!

Attend tomorrow's **Consumer Education and Marketing Update** to hear more about plans for 2017.



## Key Contacts - Appliances

- **Appliance Sales & Marketing**

- Rosemarie Stephens-Booker, EPA ENERGY STAR  
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