U.S. Environmental Protection Agency CONSUMER MESSAGING GUIDE FOR ENERGY STAR[®] CERTIFIED APPLIANCES













PURPOSE OF THIS GUIDE

The U.S. Environmental Protection Agency (EPA) recognizes the importance of your partnership to the success of the ENERGY STAR program. This guide provides the latest program details for partners' use in their promotion of ENERGY STAR certified appliances. Included are energy savings facts, tips for consumers and other information that will help you communicate effectively about your partnership with ENERGY STAR and what ENERGY STAR appliances offer.¹ The goal is to make it easy for partners to help consumers save money and protect the environment. All of us have the power to make a change for the better if we work together.

USE THIS GUIDE TO:

- Enhance your website content
- Develop point-of-purchase materials
- Launch a promotional campaign

ENERGY STAR is a widely recognized and trusted label on products that meet strict energy-efficiency requirements set by the EPA. ENERGY STAR products are third-party certified and subject to ongoing verification.

Products that have earned the ENERGY STAR help consumers save energy and money without sacrificing performance. By using less energy, these products also help reduce greenhouse gas emissions that contribute to climate change.

Today, the ENERGY STAR label can be found on more than 70 different kinds of products found in our homes and workplaces including lighting, appliances, office equipment, consumer electronics, and heating and cooling equipment. Energy-efficient new and renovated homes as well as schools, government buildings, and commercial and industrial buildings also can earn the ENERGY STAR. Learn more at www.energystar.gov.

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Partners are free to use any of the charts, facts, and other information from this guide in promotional materials. However, EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR name, mark or messaging prior to the final production. Please contact your ENERGY STAR representative with any questions.

ENERGY STAR CERTIFIED APPLIANCES

Every appliance comes with two price tags: the purchase price and the cost of operating the product. ENERGY STAR certified appliances help consumers save money on operating costs by reducing energy use without sacrificing performance.

Approximately 70% of U.S. electricity comes from burning fossil fuels, which releases greenhouse gases into the atmosphere and contributes to climate change.² ENERGY STAR certified appliances meet strict energy efficiency specifications set by EPA and use less energy, which helps to reduce environmental impact.

QUICK FACTS:

If every appliance purchased in the United States this year earned the ENERGY STAR, we would:

- Prevent greenhouse gas emissions equivalent to the emissions from 225,000 cars
- Save more than 1.3 billion kWh/yr of electricity
- Save \$425 million in annual energy costs
- Save more than 28 billion gallons of water per year³

Approximately 45% of U.S. households knowingly purchased an ENERGY STAR certified product in the past year. Of these purchasers:

- About 77% reported the label as influential in their purchasing decision;
- About 75% reported that they are likely to recommend products that have earned the ENERGY STAR to friends.⁴



- ² Energy Information Administration (EIA), Annual Energy Outlook 2014 (Early Release) edition.
- ³ Includes ENERGY STAR certified clothes washer, dishwasher, and refrigerator. Dollars savings reflect savings generated from the reduction of energy and water usage.
 ⁴ EPA Office of Air and Radiation, Climate Protection Partnerships Division. National Awareness of ENERGY STAR[®] for 2014: Analysis of 2014 CEE Household Survey. U.S. EPA, 2015.

Clothes washers that have earned the ENERGY STAR use approximately 40% less water and 25% less energy for washing 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	CURRENT LEVELS⁵ (as of March 7, 2015)	
ENERGY STAR front loading (> 2.5 cu-ft)	$\begin{array}{l} IMEF \geq 2.38 \\ IWF \leq 3.7 \end{array}$	
ENERGY STAR top loading (> 2.5 cu-ft)	$\begin{array}{l} \text{IMEF} \geq 2.06 \\ \text{IWF} \leq 4.3 \end{array}$	
ENERGY STAR Clothes Washers (≤ 2.5 cu-ft)	$\begin{array}{l} IMEF \geq 2.07 \\ IWF \leq 4.2 \end{array}$	

The latest ENERGY STAR specification became effective on March 7, 2015.

ENERGY SAVINGS

If all clothes washers sold in the United States were ENERGY STAR certified, the energy cost savings would grow to more than \$4 billion each year and more than 19 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from over 1.8 million vehicles.

Over the lifetime of the product, an ENERGY STAR certified clothes washer saves:

- 1,100 kWh and more than 2.5 million BTUs of natural gas,
- 33,000 gallons of water,
- \$415 over the product's lifetime.⁶

How Much Does it Cost to Run Your Clothes Washer Each Year?



Source: US EPA ENERGY STAR Program, 2015.

⁵ Clothes washer efficiency is measured by the Integrated Modified Energy Factor (IMEF) and Integrated Water Factor (IWF). IMEF is a comprehensive energy efficiency measurement that considers the energy used to run the washer, heat the water, and run the dryer, as well as the combined low power mode energy consumption. The higher the IMEF, the more efficient the clothes washer. IWF is a measurement of water efficiency for all wash cycles that is calculated as gallons of water used per cubic foot of capacity. The lower the IWF, the more efficient the clothes washer.

⁶ Clothes washer savings estimate includes both savings from the washer (machine, hot water), and dryer (since more efficient washers receive "credit" for spinning more water out of clothes).

Age of Clothes Washers in the U.S.



18% of U.S. households do not use a clothes washer at home. Source: Residential Energy Consumption Survey, Energy Information Administration, 2009.

TECHNOLOGICAL ADVANCES

ENERGY STAR certified clothes washers deliver superior efficiency and performance by incorporating advanced features such as:

- Multiple configurations ENERGY STAR certified clothes washers are available in either front-load or redesigned top-load configurations which both include technical innovations that help save energy and water.
- Sophisticated wash systems ENERGY STAR certified top-load machines clean your clothing just like standard models
 without wasting water by filling up the tub. Instead, these machines use sophisticated wash systems to cycle clothes
 through a mixture of water and detergent, allowing the clothes to be scrubbed and cleaned without using excess water or
 detergent.
- No central agitator Front-load machines tumble clothes through a small amount of water instead of rubbing clothes
 against an agitator, while advanced top-load machines lift and tumble clothes through a reduced stream of water. Both
 designs dramatically reduce the amount of hot water and energy used in the wash cycle.
- High spin speeds Efficient motors spin clothes two to three times faster to extract more water. Less moisture in the clothes means less time in the dryer and less energy spent drying clothes.
- Long live your clothes Front-load and advanced top-load clothes washers' sophisticated wash systems use a variety
 of methods to lift and tumble your laundry, lengthening the life of often-washed items. Additionally, because they are so
 gentle, many models can safely clean silk, wool and other hand-washables.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 11 years
- Average cycles per year⁷ = 300
- Annual utility bill savings for ENERGY STAR vs. non-certified models = \$40
- Annual water savings = 3,015 gallons

Residential Clothes Washer Water Usage Per Load





23 gallons standard washers 13 gallons ENERGY STAR certified washers

Source: US EPA ENERGY STAR Program, 2015.

⁷ DOE Test Procedure found in 10 CFR part 430, subpart B, appendix J1.

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 (lbs/kWh)
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 specification became 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.

Age of Clothes Dryers in the U.S.



21% of U.S. households do not use a clothes dryer at home. Source: Residential Energy Consumption Survey, Energy Information Administration, 2009.

ADVANCED FUNCTIONALITY

ENERGY STAR certified clothes dryers deliver superior efficiency and performance by incorporating advanced features such as:

- Low Heat Setting Longer drying cycles on a low heat setting use less energy. When you purchase an ENERGY STAR certified clothes dryer, look for the cycle that uses the least amount of energy, sometimes known as the "energy-saving" selection.
- Steam Cycles Many ENERGY STAR dryers also include convenient features, such a steam cycle that can help save time on ironing clothes by preventing wrinkles.
- Automatic Cycle Termination Use automatic termination to help prevent your clothes from over-drying. Not only will this feature save energy, but it will also save wear and tear on your clothes caused by over-drying.

MAXIMIZE SAVINGS

- Sensor Drying ENERGY STAR dryer models incorporate improved sensors to help you reduce your dryer's energy use. This
 feature ensures that your dryer will automatically shut off when clothes are dry.
- Consider ENERGY STAR Certified Heat Pump Dryers For even more savings, consider ENERGY STAR certified heat pump dryers—they can save 20 to 60% more than conventional clothes dryers. Consumers with high clothes dryer usage and high electricity rates have the potential for large energy and cost savings. Heat pump dryers take in ambient air, heat it, and then recirculate it in the dryer to maintain the temperature while using less energy.
- Savings by the Pair An ENERGY STAR certified washer/dryer pair will save even more energy and money while doing your laundry. A clothes washer that has earned the ENERGY STAR incorporates advanced functionality to get significantly more water out of your clothes in its final spin cycle than a conventional model. This makes it easier for clothing to dry in an ENERGY STAR certified dryer using less heat. Less heat means energy savings and reduced wear and tear on your clothes caused by over-drying.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 12 years
- Average cycles per year = 283
- Annual utility bill savings for ENERGY STAR vs. non-certified models = \$16

ENERGY STAR certified dishwashers are on average about 5% more energy efficient and 15% more water efficient 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	CURRENT LEVELS (Version 5.2)	NEW LEVELS (Version 6.0)
Standard Dishwasher (≥ 8 place settings + 6 serving pieces)	≤ 295 kWh/yr ≤ 4.25 gallons/cycle	≤ 270 kWh/yr ≤ 3.5 gallons/cycle
Compact Dishwasher (< 8 place settings + 6 serving pieces)	≤ 222 kWh/yr ≤ 3.5 gallons/cycle	≤ 203 kWh/yr ≤ 3.1 gallons/cycle

The new specification will become effective on January 29, 2016. Go to www.energystar.gov/products/spec for additional details.

ENERGY SAVINGS

On average, a new ENERGY STAR certified dishwasher costs less than \$35 a year to run and will save 1,600 gallons of water over its lifetime.

ENERGY SAVING TIPS

Load it up. Run full loads whenever possible. Dishwashers use about the same amount of energy and water regardless of the number of dishes inside.

Skip the heat. Use a rinse agent and select the no-heat drying option. It gives good drying results with less energy.



Source: US EPA ENERGY STAR Program, 2015.



41% of U.S. households do not use a dishwasher at home. Source: Residential Energy Consumption Survey, Energy Information Administration, 2009.

TECHNOLOGICAL ADVANCES

ENERGY STAR certified dishwashers deliver superior efficiency and performance by incorporating advanced features such as:

- More effective jets ENERGY STAR certified models feature high-pressure jets that eliminate the need to pre-rinse dishes.
- Soil sensors Soil sensors test how dirty the dishes are throughout the wash and adjust the cycle to achieve optimum cleaning with minimum water and energy use.
- Efficient motors ENERGY STAR certified dishwashers have more efficient motors and more precise controls and settings.
- Internal water heaters Internal water heaters in ENERGY STAR certified models reduce water heating costs.
- Strategic design Innovative dish rack designs maximize cleaning through strategic dish positioning.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 10 years
- Average cycles per year⁸ = 215
- Annual utility bill savings for ENERGY STAR vs. non-certified models = \$2
- Annual water savings = 161 gallons

Residential Dishwasher Water Usage Per Load



Source: US EPA ENERGY STAR Program, 2015.

⁸ DOE Test Procedure found in 10 CFR part 430, subpart B, appendix C.

ENERGY STAR certified dehumidifiers remove the same amount of moisture as a similarly-sized conventional unit, but use 15% less energy than standard models. In fact, the annual energy saved by an ENERGY STAR certified dehumidifier could power your ENERGY STAR certified refrigerator for three months.

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		
EQUIPMENT	Specification	
Dehumidifiers	Product Capacity (pints/day)	Energy Factor Under Test Conditions (L/kWh)
	< 75	≥ 1.85
	75 to ≤ 185	≥ 2.80

The latest ENERGY STAR specification became effective on October 1, 2012.

ENERGY SAVINGS

On average, a new ENERGY STAR certified dehumidifier can save about \$100 over the life of the unit, while avoiding nearly 1,500 pounds of greenhouse gas emissions.

A standard dehumidifier uses about the same amount of energy as a refrigerator and clothes washer combined (about 900 kWh/year).

TIPS FOR REDUCING MOISTURE

Improve drainage. Reduce the need for dehumidification in your basement by improving drainage around the foundation of your home. Some ways to improve drainage include:

- Extend downspouts from your gutters away from the foundation of your home.
- Keep gutters and downspouts clear and open.
- Ensure that the soil slopes away from your foundation, to avoid pooling of water around your home.
- Avoid over-watering of foundation plantings.

Consider installing an A/C vent. If your home uses central A/C you could install an A/C vent to take advantage of the dehumidifying capabilities of you're A/C system. This will also help with air circulation between the humid parts of your home and the drier parts.

Ensure clothes dryers are vented to outdoors. If you do not use a clothes dryer, dry your clothes outdoors as opposed to hanging them inside for drying.

Use vent fans in bathrooms and kitchens to remove humidity at the source.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 7 years
- Annual utility cost savings for ENERGY STAR vs. non-certified models = \$17

TECHNOLOGICAL ADVANCES

ENERGY STAR certified dehumidifiers deliver superior efficiency and performance by incorporating advanced features such as:

- Operating Temperature ENERGY STAR certified dehumidifiers are available that are rated for use at temperatures as low as 42 degrees. If the space being dehumidified has temperatures that typically fall below 65 degrees (F), you may want to consider buying a product that is specified for use at lower temperatures. Frost can form on the condensing coils if the air temperature drops below 65 degrees, and may negatively affect the performance of the product.
- Energy Factor ENERGY STAR certified dehumidifiers remove more water per kilowatt-hour (kWh) of energy consumed. In general, a higher energy factor means a more efficient dehumidifier.

ENERGY STAR certified refrigerators are about 9% more energy efficient than models that meet the federal minimum energy efficiency standard. 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		
EQUIPMENT	VOLUME	CRITERIA
Full Size Refrigerators	7.75 cubic feet or greater	At least 10% more energy efficient than the minimum federal government standard (NAECA)
Compact Refrigerators	Less than 7.75 cubic feet	At least 10% more energy efficient than the minimum federal government standard (NAECA)

The latest ENERGY STAR specification became effective on September 15, 2014.

ENERGY SAVINGS

If all refrigerators sold in the United States were ENERGY STAR certified, the energy cost savings would grow to more than \$420 million each year and nearly 8 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from 755,000 million vehicles.

How Much Does it Cost to Run Your Refrigerator Each Year?



Source: US EPA ENERGY STAR Program, 2015.

ENERGY SAVING TIPS

Keep your fridge cool. Position your refrigerator away from heat sources such as ovens and dishwashers. Heat sources make your fridge work harder to keep your food cold.

Give it space to breathe. Leave a space between the wall and the refrigerator to allow air to circulate – this keeps the coils cooler so your refrigerator doesn't have to work as hard. Consult your refrigerator owner manual for the recommended distance to ensure optimum energy savings.

Don't let your second fridge weigh down your utility bill. If you have an older refrigerator in your basement or garage, it could be costing you \$110 per year to run it.

Choose ENERGY STAR for your second fridge. For families that need a second refrigerator year round, replace the old one with a new ENERGY STAR certified unit and save about \$50 a year in operating costs!

Age of Refrigerators in the U.S.



Less than 1% of U.S. households do not use a refrigerator at home. Source: Residential Energy Consumption Survey, Energy Information Administration, 2009.

Flip Your Fridge! On average, a 15-year old refrigerator uses twice as much energy as a new ENERGY STAR refrigerator. By properly recycling your old refrigerator and replacing it with a new ENERGY STAR certified model, you could save \$260 and reduce your carbon footprint by as much as 9,800 pounds of greenhouse gas emissions over the next five years. Learn more at energystar.gov/flipyourfridge.



TECHNOLOGICAL ADVANCES

ENERGY STAR certified refrigerators offer high performance features such as:

- High-efficiency compressors ENERGY STAR certified refrigerators have high-efficiency compressors that create less heat when they are running, use less energy and are often quieter than standard compressors.
- Improved insulation Improved insulation located in doors and exterior walls helps food stay cold and muffles noise.
- **Temperature and defrost mechanisms** More precise temperature and defrost mechanisms help the refrigerator operate more efficiently, while ensuring food is kept at the optimum temperature.

You can find the ENERGY STAR label on the most advanced refrigerators in a variety of designs, including French door, fourdoor, side-by-side, bottom-mount freezer, and top-mount freezer. Many ENERGY STAR certified refrigerators use innovative drawer designs and improved temperature controls to keep your food fresher, longer.

SAVINGS ASSUMPTIONS⁹

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 12 years
- Annual utility bill savings for ENERGY STAR vs. non-certified models = \$6

⁹ Savings assumptions are based only on standard full size refrigerator models.

ENERGY STAR certified freezers are at least 10% more energy efficient than the minimum federal standard. 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		
EQUIPMENT	VOLUME	CRITERIA
Full Size Freezers	7.75 cubic feet or greater	At least 10% more energy efficient than the minimum federal government standard (NAECA)
Compact Freezers	Less than 7.75 cubic feet	At least 10% more energy efficient than the minimum federal government standard (NAECA)

The latest ENERGY STAR specification became effective on September 15, 2014.

ENERGY SAVINGS

An ENERGY STAR certified freezer costs less than \$35 a year to run, on average. A new chest freezer that has earned the ENERGY STAR uses less energy than a 60-watt light bulb.

ENERGY SAVING TIPS

Allow air circulation. Leave a few inches between the wall and the freezer to allow air circulation behind the unit. Consult your freezer owner manual for the recommended distance to ensure optimum energy savings.

Keep it cool, but not too cold. In addition to turning ice cream into a spoon-bending block of ice, setting your freezer to "max cold" uses more energy and money. Set the temperature at 0 degrees Fahrenheit.

Keep it indoors. Unless you live in a mild climate, keep your freezer indoors, such as in the basement. Extreme temperatures are hard on the compressor and can reduce the life of your freezer.

Check that seal. Make sure the door seals are tight. If not, you could be losing cold air and using more energy.

Age of Freezers in the U.S.



70% of U.S. households do not use a separate freezer at home. Source: Residential Energy Consumption Survey, Energy Information Administration, 2009.

TECHNOLOGICAL ADVANCES

ENERGY STAR certified freezers offer high performance features such as:

- High-efficiency compressors ENERGY STAR certified freezers have high- efficiency compressors that create less heat when they are running, use less energy and are often quieter than standard compressors.
- Improved insulation Improved insulation located in doors and exterior walls helps food stay cold and muffles noise.
- Temperature and defrost mechanisms More precise temperature and defrost mechanisms help the freezer operate more
 efficiently, while ensuring food is kept at the optimum temperature.
- Improved design Better design of gaskets and doors reduces heat leakage into freezers that occurs around door edges.
 The addition of certain valves can prevent refrigerant migration and bring substantial energy savings.
- High-efficiency evaporators Enhanced evaporator performance helps decrease energy consumption.
- Get the latest features. Many ENERGY STAR certified freezers have innovative compartment designs, such as removable lift-out bins, slide-out baskets, and glass shelving, to help you organize frozen goods.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 11 years
- Annual utility bill savings for ENERGY STAR vs. non-certified models = \$4

How Much Does It Cost to Run Your Freezer Each Year?



Source: US EPA ENERGY STAR Program, 2015.

ENERGY STAR certified room air conditioners are on average 13% more energy-efficient than standard models. The following information details program requirements, technological features, savings assumptions and savings facts that can be used to promote the benefits of ENERGY STAR.

ENERGY STAR REQUIREMENTS (New version 4.0 requirements shown in italics)		
CAPACITY (BTU/HR)	ENERGY STAR EER, WITH LOUVERED SIDES	ENERGY STAR EER, WITHOUT LOUVERED SIDES
< 6,000 6,000 to 7,999	≥ 11.2 <i>(≥ 12.1)</i>	≥ 10.4 <i>(≥ 11.0)</i>
8,000 to 10,999	≥ 11.3 <i>(≥ 12.0)</i>	≥ 9.8 <i>(≥ 10.6)</i>
11,000 to 13,999		≥ 9.8 <i>(≥ 10.5)</i>
14,000 to 19,999	≥ 11.2 <i>(≥ 11.8)</i>	≥ 9.8 <i>(≥ 10.2)</i>
20,000 to 27,999	≥ 9.8 <i>(≥ 10.3)</i>	<u>> 0 0 /> 10 2</u>
≥ 28,000	≥ 9.8 <i>(≥ 9.9)</i>	2 9.0 (2 10.3)
CASEMENT	ENERGY STAR EER	
Casement-only	≥ 10.0 <i>(≥ 10.5)</i>	
Casement-slider	≥ 10.9 <i>(≥ 11.4)</i>	
REVERSE CYCLE		
CAPACITY (BTU/HR)	ENERGY STAR EER, WITH LOUVERED SIDES	ENERGY STAR EER, WITHOUT LOUVERED SIDES
< 14,000	n/a	≥ 9.8 <i>(≥ 10.2)</i>
≥ 14,000		≥ 9.2 <i>(≥ 9.6)</i>
< 20,000	≥ 10.4 <i>(≥ 10.8)</i>	n/a
≥ 20,000	≥ 9.8 <i>(≥ 10.2)</i>	II/d

The new specification will become effective on October 26, 2015. Go to www.energystar.gov/products/spec for additional details.

ENERGY SAVINGS

If all room air conditioners sold in the United States were ENERGY STAR certified, the energy cost savings would grow to more than \$600 million each year and 10 billion pounds of annual greenhouse gas emissions would be prevented, eqivalent to the emissions from more than 980,000 vehicles.

An ENERGY STAR certified room air conditioner costs about \$75 per year to run, on average.

How Much Does it Cost to Run Your Room Air Conditioner Each Year?



Source: US EPA ENERGY STAR Program, 2015.

Age of Room Air Conditioners in the U.S.*



77% of U.S. households do not use a room air conditioner* at home. Source: Residential Energy Consumption Survey, Energy Information Administration, 2009.

ENERGY SAVING TIPS

Keep the peace. ENERGY STAR certified units run more quietly, so your room isn't just more comfortable, it's more peaceful, too.

Keep climate change in the house. Approximately 70% of U.S. electricity is generated by burning coal and natural gas, which releases greenhouse gases into the atmosphere and contributes to climate change. ENERGY STAR certified room air conditioners use less energy and help us reduce our impact on the environment.

Right size and properly install for comfort and savings. With room air conditioners, size matters. A unit that is too large for the space to be cooled will remove heat, but only remove some of the humidity, which will leave the space feeling cold and clammy. A properly sized unit may take slightly longer to cool the space, but it will maintain a more comfortable temperature and humidity level – and use a lot less energy. Additionally, ENERGY STAR certified room air conditioners are required to include materials that minimize air leaks. When installing a new unit, make sure to follow the manufacturer's installation instructions to properly air seal around the unit.

TECHNOLOGICAL ADVANCES

The following technical features help room air conditioners achieve better energy efficiency:

- High-efficiency compressors Advanced compressors draw in more heat from the air when cooling a room, so they need less energy to operate.
- Filter reminder ENERGY STAR certified units will help you remember when it is time to check/clean the filter. This will help keep your unit operating efficiently.
- High-efficiency fan motors These motors use less energy to circulate the air and produce less noise. ENERGY STAR units
 also limit fan operation when the compressor is turned off through an Energy Saver Mode.
- Timers Timers offer better temperature control so ENERGY STAR certified units run only when needed.
- Improved heat transfer surfaces and insulation ENERGY STAR certified models transfer more heat from the air into the coils than conventional models, saving the energy required to compress the refrigerant.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 9 years
- Annual utility bill savings for ENERGY STAR vs. non-certified models = \$11

ENERGY STAR CERTIFIED ROOM AIR PURIFIERS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR

ENERGY STAR certified room air purifiers are 40% more energy-efficient 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.



This product earned the ENERGY STAR by meeting strict energy efficiency guidelines set by the US EPA. US EPA does not endorse any manufacturer claims of healthier indoor air from the use of this product.

ENERGY STAR REQUIREMENTS	
EQUIPMENT	SPECIFICATION
	Must produce a minimum 50 CADR ¹⁰ for dust to be considered under the specification.
ROOM AIR CLEANERSMinimum PerfectROOM AIR CLEANERSStandby Power consumer functUL Safety Requ UL Standard 80	Minimum Performance Requirement = 2.0 CADR/Watt (dust)
	Standby Power Requirement = 2.0 Watts Qualifying models that perform secondary consumer functions (e.g. clock, remote control) must meet the standby power requirement.
	UL Safety Requirement: Models that emit ozone as a byproduct of air cleaning must meet UL Standard 867 (ozone protection must not exceed 50ppb)

The latest ENERGY STAR specification became effective on July 1, 2004.

ENERGY SAVINGS

If all room air purifiers sold in the United States were ENERGY STAR certified, the energy cost savings would grow to more than \$600 million each year and 10 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 980,000 vehicles.

Did you know a standard room air purifier, operating continuously, uses approximately 550 kWh/year in electricity? This is more than the energy used by most new refrigerators. Be sure to look for ENERGY STAR. Over the product's lifetime, you'll save on average \$215.

ENERGY SAVING TIPS

Save your utility bill. Be sure to look for the ENERGY STAR when buying a new room air purifier. You'll save \$25 annually on utility bills!

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Average life = 9 years
- Annual utility cost savings for ENERGY STAR vs. non-certified models = \$27
- ¹⁰ Clear Air Delivery Rate (CADR) must be measured according to the latest ANSI/AHAM AC-1 (AC-1) Standard (Go to www. aham.org for information regarding the latest edition of the AC-1 Standard).

APPENDIX 1: THE ENERGY STAR BRAND

ENERGY STAR MARKET POSITION

ENERGY STAR emphasizes three broad messages across the program and encourages partners to do the same:

- Emphasis on the power of the individual in making a difference
- Highlighting ENERGY STAR as the environmental choice that provides energy savings without compromising quality or comfort
- Showcasing ENERGY STAR as a government-backed symbol providing valuable, unbiased information to businesses and consumers

ENERGY STAR LOGO USAGE

The ENERGY STAR identity is a valuable asset which must be properly used and protected. Partners should take care in using the ENERGY STAR marks in all communication and outreach materials. Below are general guidelines:

- The ENERGY STAR name should always appear in capital letters. There should not be a hyphen between ENERGY and STAR.
- The registered symbol ® must be used the first time "ENERGY STAR" appears on a document or website.
- When writing about ENERGY STAR, it is correct to state that a product is "ENERGY STAR certified," "ENERGY STAR qualified," or that the "product has earned the ENERGY STAR."
- The color for the mark is ENERGY STAR blue (100% cyan).

There are specific ENERGY STAR marks for partners' various needs:

ENERGY STAR MARK	SPECIFICATION
ENERGY STAR Certification Mark	Use this mark as a label on products, homes and buildings that have earned the ENERGY STAR
ENERGY STAR PARTNER Partner Mark	Use this mark to promote a partner's commitment and partnership in the ENERGY STAR program. It may only be used by ENERGY STAR partners who have signed a Partnership Agreement
Linkage Phrase Mark	Use this mark in marketing materials and on web sites to show that a company sells ENERGY STAR certified products or services
LEARN MORE AT energystar.gov Promotional Mark	Use this mark in public education campaigns on the benefits of ENERGY STAR, including in brochures, media kits and fliers

The above guidelines are not comprehensive. For more information, visit www.energystar.gov/logouse.

ENERGY STAR BOILERPLATE

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Today, ENERGY STAR is the most widely recognized symbol for energy efficiency in the world, helping families and businesses save \$360 billion on utility bills, while reducing greenhouse gas emissions by 2.5 billion metric tons since 1992. Join the millions who are already making a difference at energystar.gov.

ENERGY STAR REVIEW POLICY

Advertisements where the certification mark is placed next to certified products do not need to be approved. However, EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR name, mark or messaging prior to the final production. Please contact your ENERGY STAR representative with any questions.

APPENDIX 2: PARTNER RESOURCES

ENERGY STAR makes it easy for your customers to choose products that not only save them money, but help the environment by preventing greenhouse gases associated with climate change—all this without sacrificing the quality they expect from these products. The ENERGY STAR Program provides a variety of tools and resources partners can leverage to increase sales and customer loyalty by promoting energy-saving and environmental benefits associated with ENERGY STAR products and practices.

1. ENERGY STAR Products Pages: www.energystar.gov/products

A quick overview of ENERGY STAR products where you can access:

- Consumer buying guidance and tips
- ENERGY STAR specifications
- Seasonal product promotions

2. ENERGY STAR Partner Resource Page: www.energystar.gov/partners

A resource center for ENERGY STAR partners including:

- Logos, savings calculators, and more
- ENERGY STAR Identity Guidelines

3. ENERGY STAR Marketing Tools & Resources: www.energystar.gov/marketing_materials

- A comprehensive list of resources organized by product category and featuring upcoming promotions.
- Sales and marketing materials
- Webinars
- Training materials

4. ENERGY STAR Product Finder: www.energystar.gov/productfinder

An interactive tool that provides users with the opportunity to refine, filter, and sort through ENERGY STAR certified products and related energy efficiency information, including:

- Filter, share, and compare product information
- Access to the full ENERGY STAR data set
- API guidance to help you build your own tools and apps

5. ENERGY STAR Social Media

Connect with ENERGY STAR on social media and share the latest energy efficiency advice, videos, and promotions.

- Facebook www.facebook.com/ENERGYSTAR
- Twitter www.twitter.com/ENERGYSTAR
- YouTube www.youtube.com/EPAENERGYSTAR

APPENDIX 3: RECYCLING RESOURCES

In addition to promoting ENERGY STAR certified appliances, EPA encourages removal of old units from the electric grid and proper disposal.

WHY RECYCLE?

Aging appliances spell sales opportunities. There are approximately 107 million old appliances still in use.¹¹ Help consumers save energy and money, and protect the environment from the beginning of a product's life to the end.

Replacing old, inefficient appliances reduces the amount of electricity needed to power them and, therefore, the amount of indirect greenhouse gas emissions released, helping to protect the environment. In addition, recycling durable materials from appliances prevents indirect GHG emissions associated with the generation of electricity, which would have otherwise been needed to produce virgin materials.

Properly recycling appliances ensures that:

- Refrigerant is recovered and reclaimed or destroyed;
- Insulation foam is recovered and destroyed, or the blowing agent is recovered and reclaimed;
- Metals, plastic, and glass are recycled; and
- Polychlorinated biphenyls (PCBs), mercury, and used oil are recovered and properly disposed of.

WHAT CAN YOU DO?

Partners can encourage consumers to recycle their old appliances. Utility, retailer, and manufacturer partners all play important roles in encouraging recycling.

JOIN EPA'S RAD PROGRAM

EPA's Responsible Appliance Disposal (RAD) Program is a voluntary partnership program that helps protect the ozone layer and reduce emissions of greenhouse gases. RAD program partners recover ozone-depleting chemicals from old refrigerators, freezers, window air conditioners, and dehumidifiers. Find out more information at www.epa.gov/ozone/partnerships/rad.

OFFER INCENTIVE PROGRAMS

- Consider launching a new, or expanding an existing, incentive program for recycling with utility rebate incentives for participants.
- Consider offering free pick-up of old appliances or other promotions for consumers who recycle old products.
- Partner with a manufacturer, retailer, or utility to defray the costs of appliance recycling.

¹¹ Includes appliances 10 years and older. Source: U.S. Energy Information Administration, Residential Energy Consumption Survey, 2005, 2009.

COMMUNICATE WITH YOUR CUSTOMERS

Use EPA materials and tools to educate sales associates and customers about ENERGY STAR certified appliances and the benefits of recycling old products. For example, EPA's Flip Your Fridge promotion can help raise awareness on the benefits of properly recycling and replacing an old refrigerator with an ENERGY STAR certified model. Visit www.energystar.gov/products and www.energystar.gov/flipyourfridge for additional information.

APPENDIX 4: PROMOTIONAL OPPORTUNITIES WITH ENERGY STAR

EPA provides a variety of promotional opportunities to ENERGY STAR partners, which are detailed below. Various platforms help you connect with consumers and other stakeholders to promote energy efficiency. EPA encourages all partners to take full advantage of the partnership through active engagement in all that the ENERGY STAR program has to offer.

RESOURCES FOR PARTNER USE:

1. Change the World, Start with ENERGY STAR Campaign: www.energystar.gov/changetheworld

Join millions of Americans who are taking action to protect the climate by pledging to take small, individual steps that reduce greenhouse gas emissions:

- Integrate the ENERGY STAR Pledge into your promotions.
- Add the ENERGY STAR Pledge link to your website.

2. Organize events with Campaign kits and materials to promote energy efficiency

- Contact EPA with your plans to participate in the Campaign and promote ENERGY STAR as support is available for partners.
- Submit your organization's energy efficiency and ENERGY STAR events for inclusion on the ENERGY STARs Across America map.

3. Database for Incentives & Joint Marketing Exchange (DIME): www.energystar.gov/DIME

This searchable database contains information about:

- Appliances and other product rebates by location
- Incentive amounts
- Program start and end dates
- Name, location, and contact information of rebate sponsors

4. Partners can:

- Connect with other stakeholders
- Engage in joint ENERGY STAR promotional and marketing opportunities
- Promote their program

5. ENERGY STAR Rebate Finder: www.energystar.gov/rebatefinder

This online search engine/tool helps consumers find:

- ENERGY STAR Partner-sponsored special offers, including sales tax exemptions, credits, and rebates
- Information about local recycling initiatives

To learn more about these and other exciting opportunities, please contact your ENERGY STAR representative.