



Big Savings Opportunities in Small Market Appliances: Air Purifiers, Dehumidifiers, and Ductless Heating & Cooling

ENERGY STAR Products Partner Meeting
October 24, 2012



Learn more at energystar.gov

Agenda



- ENERGY STAR Market Penetration & Program Updates
- Savings Opportunity
- Speakers
 - AHAM
 - KAZ
 - Mitsubishi
- Q&A



ENERGY STAR Program Updates

ENERGY STAR's 20th Anniversary



- Together with help from ENERGY STAR, American families and businesses have saved a total of nearly **\$230 billion** on utility bills & prevented more than **1.7 billion metric tons** of greenhouse gas emissions over the past 20 years.

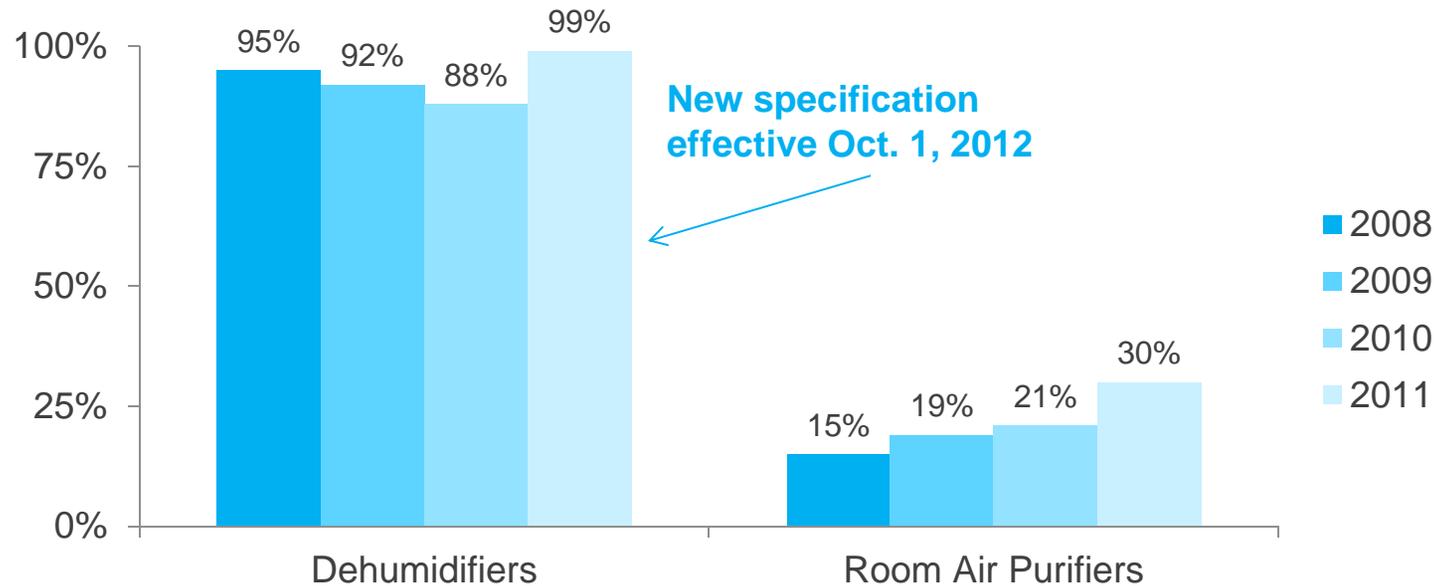
CELEBRATING
20 YEARS OF
ENERGY STAR



Market Penetration



ENERGY STAR Penetration*



*2011 EPA ENERGY STAR Program



The ENERGY STAR Savings Opportunity

Air Purifier Savings



- ENERGY STAR certified room air purifiers are approximately **40% more energy efficient** than standard models
- Since 2004, room air purifiers that have earned the ENERGY STAR have saved nearly 2 billion kWh and prevented about 3 billion pounds of greenhouse gas emissions.
- 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!
- **Over the product's lifetime, certified air purifiers save \$200.**

Dehumidifier Savings



- ***New specification effective Oct. 1, 2012***
- A dehumidifier that has earned the ENERGY STAR removes the same amount of moisture as a similarly-sized conventional unit, but uses **14 percent less energy**.
- A standard dehumidifier uses the same amount of energy as a refrigerator, clothes washer, and dishwasher combined (about 1,000 kWh/year).

Ductless Heating and Cooling Savings



- Heating and cooling costs the average homeowner **about \$1,000 a year** - nearly half the home's total energy bill.
- Replacing your system with an ENERGY STAR certified ductless model could **cut your heating and cooling costs by 30%.**

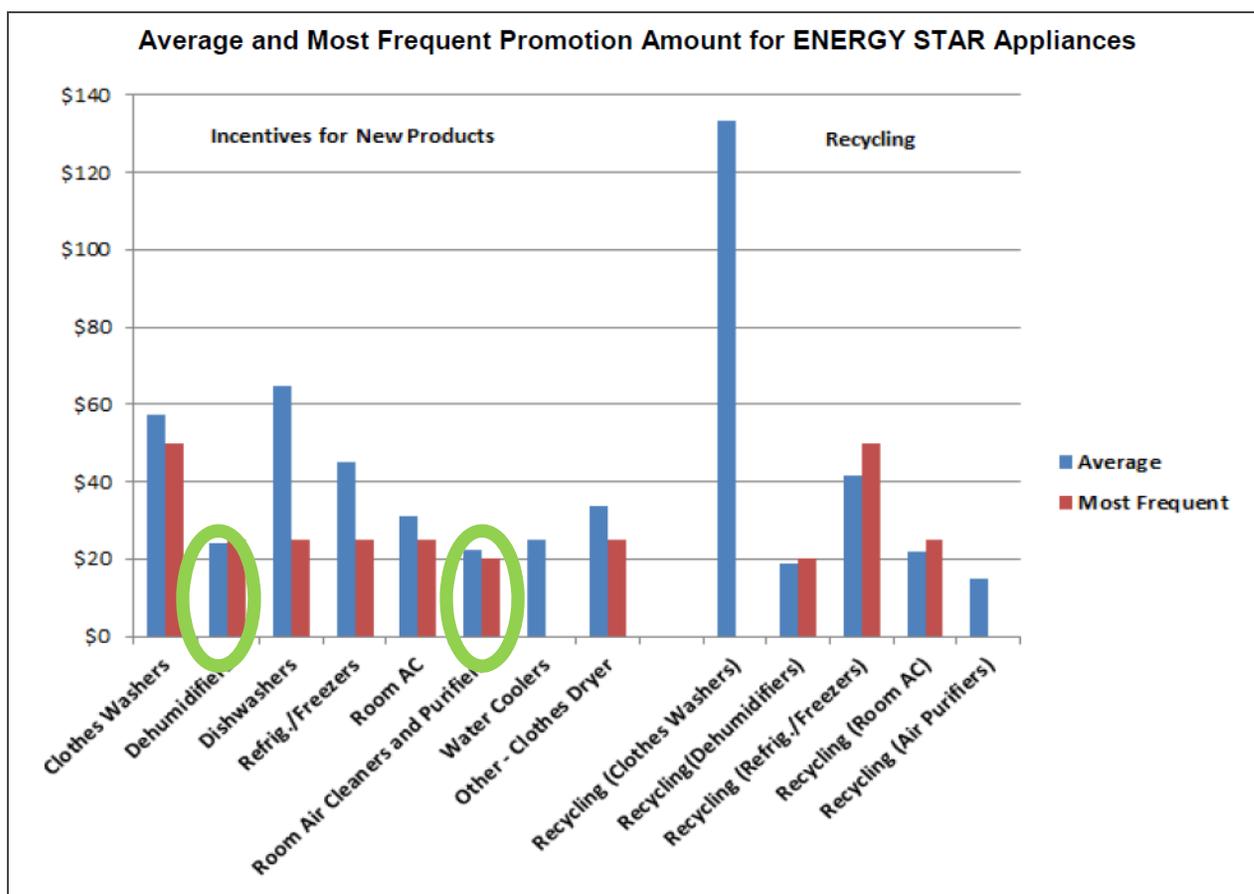


ENERGY STAR Resources

Incentives



- 9 programs offer incentives for air purifiers
- 35 programs offer incentives for dehumidifiers



Source: 2012 ENERGY STAR Summary of Appliance and Water Heater Programs

Consumer Messaging Guide



Resource guide to help promote ENERGY STAR certified appliances:

- Savings Facts
- Consumer Tips
- www.energystar.gov/appliances/consumermessaging



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