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

ENERGY STAR Products Partner Meeting
October 24, 2012
Agenda

• ENERGY STAR Market Penetration & Program Updates
• Savings Opportunity
• Speakers
  – AHAM
  – KAZ
  – Mitsubishi
• Q&A
ENERGY STAR Program Updates
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.
Market Penetration

ENERGY STAR Penetration*

New specification effective Oct. 1, 2012

- 2008
- 2009
- 2010
- 2011

Dehumidifiers
- 2008: 95%
- 2009: 92%
- 2010: 88%
- 2011: 99%

Room Air Purifiers
- 2008: 15%
- 2009: 19%
- 2010: 21%
- 2011: 30%

*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](http://www.energystar.gov/appliances/consumermessaging)
Contact Information

Appliance Sales & Marketing
- Rosemarie Stephens-Booker, EPA ENERGY STAR
  Stephens-Booker.Rosemarie@epa.gov
  (202) 343-9529

- Jason Warner, ICF International
  Jason.Warner@icfi.com
  (704) 237-4332

Appliance Specification Development
- Amanda Stevens, EPA ENERGY STAR
  Stevens.Amanda@epamail.epa.gov
  (202) 343-9106

- Abigail Daken, EPA ENERGY STAR
  Daken.Abigail@epamail.epa.gov
  (202) 343-9375