



# 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](http://energystar.gov)

# Agenda

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



# ENERGY STAR Program Updates

# ENERGY STAR's 20<sup>th</sup> 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.

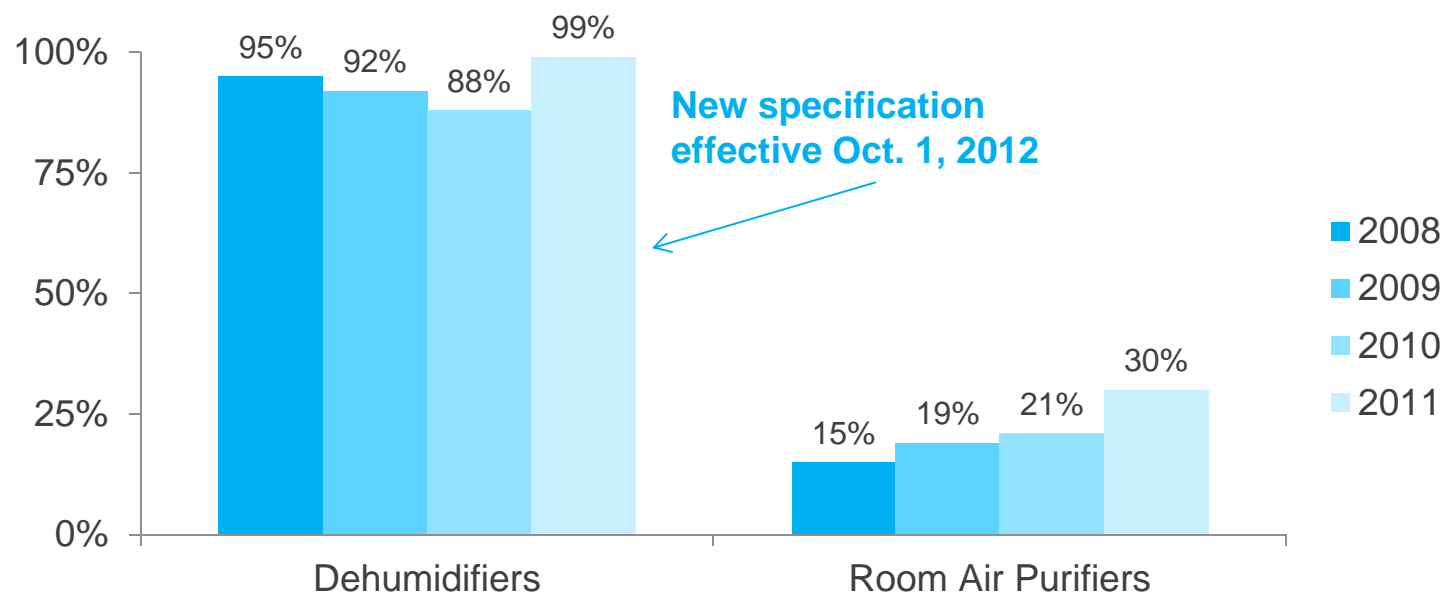
CELEBRATING  
**20** YEARS OF  
ENERGY STAR



# Market Penetration



## ENERGY STAR Penetration\*



\*2011 EPA ENERGY STAR Program



# The ENERGY STAR Savings Opportunity

# Air Purifier Savings

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- 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

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- ***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

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- 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%.**

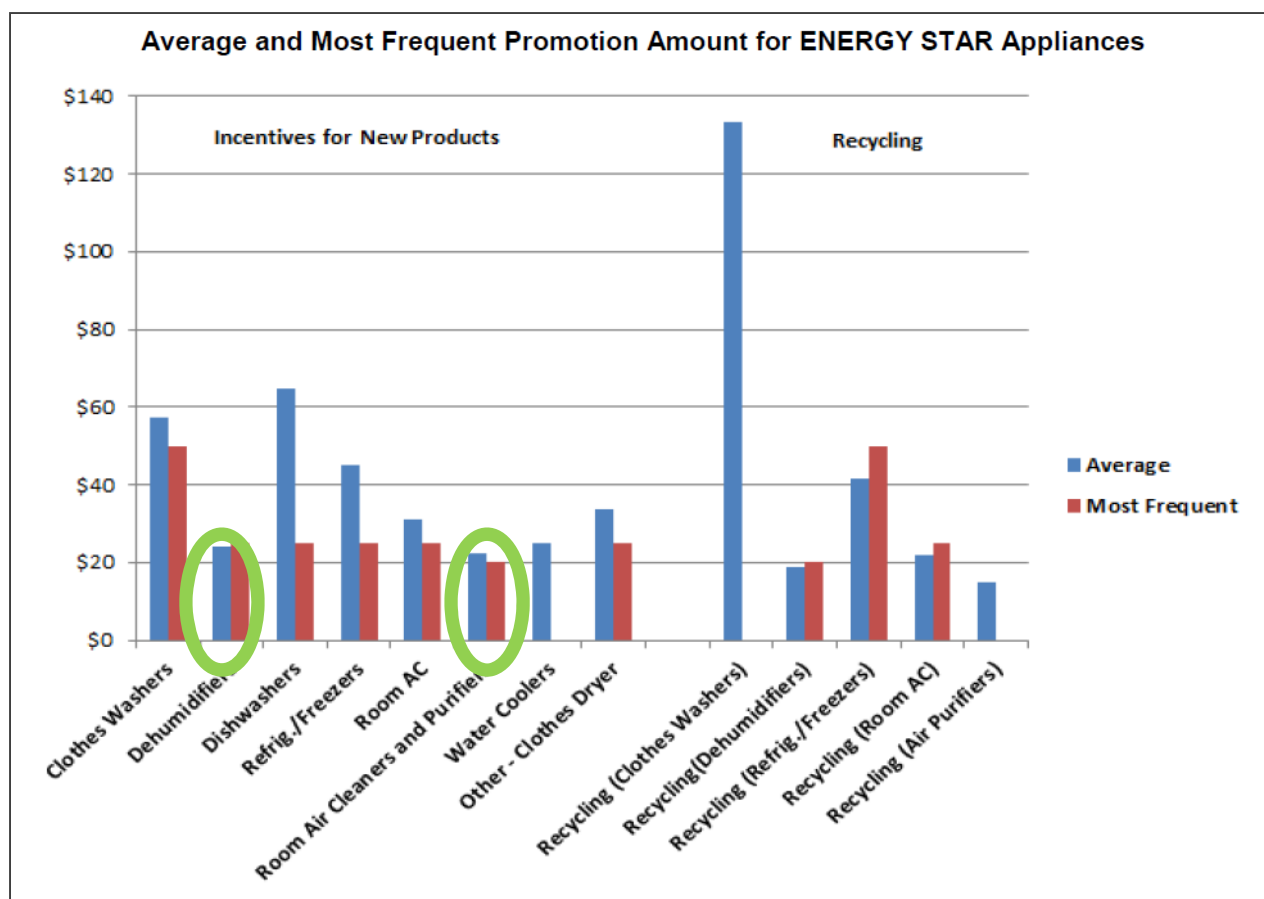


# ENERGY STAR Resources

# 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)



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