Connecting Consumers with Your Products

ENERGY STAR® Products Partner Meeting
October 13, 2015
Improvements to energystar.gov driven by consumers

- www.energystar.gov receives 700,000 user sessions per month
- Product Finder and Rebate Finder are ranked in the top 10 most viewed pages
- Improvements to www.energystar.gov will help consumers make energy efficient purchases
  - Most shoppers conduct online research before buying, searching for information on:
    - Product reviews
    - Model information
    - Pricing
    - Sales/Discounts
    - Shipping and Availability
    - Warranty
  - Retailer sites are the most likely place where consumers will research appliances
  - On average consumers visited at least 3 online stores before making their purchase
  - Most consumers ultimately make their final purchases in stores
Overview

• Rebate Finder Redesign
• Product Finder Redesign
• Price and Location Feature
  – Rollout plan for Most Efficient products
  – Partner engagement to scale for all ES products sold at retail
Rebate Finder Redesign
Find Product Rebates & Other Special Offers

Enter your zip code in the box below to find rebates and other special offers available in your area.

Enter your zip code to begin.

Additional Resources from ENERGY STAR

LEARN MORE ABOUT PRODUCTS
Looking for more information about how to save with ENERGY STAR products?

Select a Product Category

PRODUCT FINDER
Find and compare ENERGY STAR products to see how they stack up.

My ENERGY STAR
Discover all the simple energysaving actions you can take to make a big difference.

GET STARTED
Rebate Finder Redesign

Enter your zip code to begin.

3 Results For Zip Code 55121

The links below will take you to websites external to the energystar.gov domain.

Filter Your Results:

- Refrigerators
  - Commercial Fryers (1)

- Commercial Food Service
  - Commercial Fryers (1)

Rebates offered by Minnesota Energy Resources

**Commercial Fryers**  $700

Mail-in-Rebate?
Minnesota Energy Resources | 800-889-9508

Minnesota Energy Resources offers a $700 incentive for ENERGY STAR qualified gas fryers. Visit Web site for more details.

**Commercial Ovens**  $500

Mail-in-Rebate?
Minnesota Energy Resources | 800-889-9508

Minnesota Energy Resources offers a $500 incentive for ENERGY STAR qualified convection ovens. Visit Web site for more details.

PRODUCT FINDER

Find and compare ENERGY STAR products to see how they stack up.

START HERE
Product Finder Redesign

Find and Compare Products

Find product models that have earned the ENERGY STAR and compare features, savings, and more to optimize your purchase.

Select a product category to begin.

Looking for more information about how to save with ENERGY STAR products? Learn More About Products.

Appliances
- Air Purifiers (Cleaners)
- Clothes Dryers
- Clothes Washers
- Dehumidifiers
- Dishwashers
- Freezers
- Refrigerators

Building Products
- Residential Windows, Doors and Skylights
- Roof Products
- Seal and Insulate

Commercial Appliances
- Commercial Clothes Washers
- Vending Machines
- Water Coolers

Electronics
- Audio/Video
- Professional Displays
- Set-top Boxes & Cable Boxes
- Slates and Tablets
- Telephones
- Televisions

Heating & Cooling
- Air Conditioning, Central
- Air Conditioning, Room
- Boilers
- Ductless Heating & Cooling
- Furnaces
- Heat Pumps, Air-Source
- Heat Pumps, Geothermal
- Light Commercial Heating & Cooling
- Ventilation Fans

Office Equipment
- Computers
- Data Center Storage
- Displays
- Enterprise Servers
- Imaging Equipment
- Small Network Equipment
- Uninterruptible Power Supplies
- Voice over Internet Protocol (VoIP) Phones

Other
- Pool Pumps

Water Heaters
- Commercial Water Heaters
- High Efficiency Electric Storage Water Heaters
- Water Heater, High Efficiency Gas

My ENERGY STAR
Discover all the simple energy-saving actions you can take to make a big difference.

REBATE FINDER
Find product rebates and other special offers by entering your zip code below.

Submit
Product Finder Redesign

Find and Compare Products

ENERGY STAR Certified Product Data Sets and API

Product Data Sets

In addition to the consumer product finders for ENERGY STAR certified models, EPA maintains 40 related product data sets at https://data.energystar.gov that are updated daily. The interface for these data sets allow users to generate a variety of reports, to create accounts for saving and sharing their work and to export data in a variety of different formats. EPA offers a guide on how to analyze these data sets and create data visualizations.

Product Finder API

Developers can access the information in these data sets via API at data.energystar.gov/developers and link to other databases, build apps, and more. More information about updates to data sets and EPA’s approach to API versioning is available here.

Keep Up with Changes
Product Finder Redesign

Find and Compare Products

Find product models that have earned the ENERGY STAR and compare features, savings, and more to optimize your purchase.

1. Select a product category of interest to you.
2. Get details on specific qualifying models.
3. Make informed purchasing decisions.

ENERGY STAR Certified
Residential Freezers

Visit the Residential Freezer page for usage tips and buying guides.

120 Records Found

Filter Your Results

Filter by keyword

Type
- Chest Freezer (23)
- Upright Freezer (91)

Defrost Type
- Automatic (96)
- Manual (54)

Compare 2 - 4 products

IGLOO - FRF438-B
Chest Freezer
Annual Energy Use (kWh/yr): 102
Date Certified: 06/03/2014
Defrost Type: Manual

Avanti - CF6216E
Chest Freezer
Capacity (Total Volume) (ft³): 2.1
Defrost Type: Manual
Product Location Tool

- Let consumers know where they can find the ENERGY STAR products they are interested in
  - Functions like typical retail/product information sites
  - No need to do further research to see where specific models are being sold
  - Zip code detection via IP address or manual input allows consumers to see stores nearby that sell specific ENERGY STAR models
  - Map feature allows consumers to get directions to stores
Product Location Tool

- Make information available about online pricing to enrich the energystar.gov experience
  - Leverages public data already available
  - Provides links directly to retail pages with details on how to purchase the model
  - Data updated multiple times a day to deliver accurate pricing information
- Share in-store pricing where available to provide even more information to the consumer
### LG WT7700H*A

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume (cu. ft)</td>
<td>5.7</td>
</tr>
<tr>
<td>Annual Energy Use (kWh/yr)</td>
<td>150</td>
</tr>
<tr>
<td>Annual Water Use (gallons/yr)</td>
<td>5381</td>
</tr>
</tbody>
</table>

Low $1,094.00 - $1,329.99 at 4 Online stores

- Super Large 5.7 cu. ft Capacity
- Direct Drive Motor 10 Year Manufacturer's Limited Warranty
- ColdWash™ Technology
- 6Motion™ Technology
- Fast & Clean TurboWash™ 2.0 Technology
- AAFA certified Allergiene™ Cycle with Steam
- Smart TagOn™ Technology
- Slam Proof Lid

### Samsung WF56H91**C*

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume (cu. ft)</td>
<td>5.6</td>
</tr>
<tr>
<td>Annual Energy Use (kWh/yr)</td>
<td>130</td>
</tr>
<tr>
<td>Annual Water Use (gallons/yr)</td>
<td>4693</td>
</tr>
</tbody>
</table>

Low $1,439.10 - $1,439.10 at 1 Online stores

- SuperSpeed
- Powerfoam
- Self Clean+
- Crystal Door
- VRT Plus
New ME Clothes Washers Page

- Online Information to Facilitate Research

<table>
<thead>
<tr>
<th>Store</th>
<th>Model</th>
<th>Status</th>
<th>Price</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Buy</td>
<td>WM8000HWA</td>
<td>Online Only</td>
<td>$1,224.99</td>
<td>Go</td>
</tr>
<tr>
<td></td>
<td>graphite steel</td>
<td>Variable Shipping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lowe's</td>
<td>WM8000HWA</td>
<td>In Stock</td>
<td>$1,219.00</td>
<td>Go</td>
</tr>
<tr>
<td></td>
<td>graphite steel</td>
<td>Free to store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sears</td>
<td>WM8000HVA</td>
<td>In Stock</td>
<td>$1,599.99</td>
<td>Go</td>
</tr>
<tr>
<td></td>
<td>graphite steel</td>
<td>Free to store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Home Depot</td>
<td>WM8000HWA</td>
<td></td>
<td>$1,222.20</td>
<td>Go</td>
</tr>
<tr>
<td></td>
<td>graphite steel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WM8000HVA</td>
<td></td>
<td>$1,294.00</td>
<td>Go</td>
</tr>
<tr>
<td></td>
<td>graphite steel</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
New ME Clothes Washers Page

- Location Information to Facilitate In-Store Purchasing

Find Local Retail Locations for: [97204] change zip code

- Your Store Here
  - Your Store
    - 0.1 miles

- Best Buy
  - Best Buy
    - 1.4 miles

- Sears
  - Sears
    - 1.5 miles

- Lowe's
  - Lowe's
    - 5.2 miles

- The Home Depot
  - The Home Depot
    - 5.5 miles
New ME Clothes Washers Page

Map & Stock Information

In Stock at 4 stores

Best Buy
Clackamas - #452
6.5 miles  In Stock G

Best Buy
Beaverton - #451
6.7 miles  In Stock J

Sears
CLACKAMAS TOWN CTR - #0001119
7.4 miles  In Stock V

Sears
VANCOUVER - B - #0002239
10.6 miles  In Stock CA

G : Best Buy - Clackamas
G : Best Buy - Clackamas
Store No. - 452
9630 SE 82nd Ave
Portland, OR 97086
503-777-1200

Directions

Cancel
Price and Location Tool

• Partner site now available for review – currently adding retailers – share information with EPA by November 6, 2015 to ensure you are included in the public beta site
• Add feature as a beta to public site for ENERGY STAR Most Efficient clothes washers by end of year
• Plan to roll out functionality for all product sold at retail

Email energystarproducts@energystar.gov or vokes.kathleen@epa.gov for access to review site
Kathleen Vokes
Environmental Protection Agency
202-343-9019
Vokes.Kathleen@epa.gov