



Marketing and Rebate Opportunities For Appliances



Learn more at energystar.gov

Overview



- ENERGY STAR as Your Sales Partner
- Leveraging Rebate Opportunities
- Ways to Get Involved



ENERGY STAR as Your Sales Partner



ENERGY STAR as your Sales Partner: We're Here for YOU



Use ENERGY STAR to increase sales and customer loyalty by providing energy savings and environmental benefits.

Create Business Value

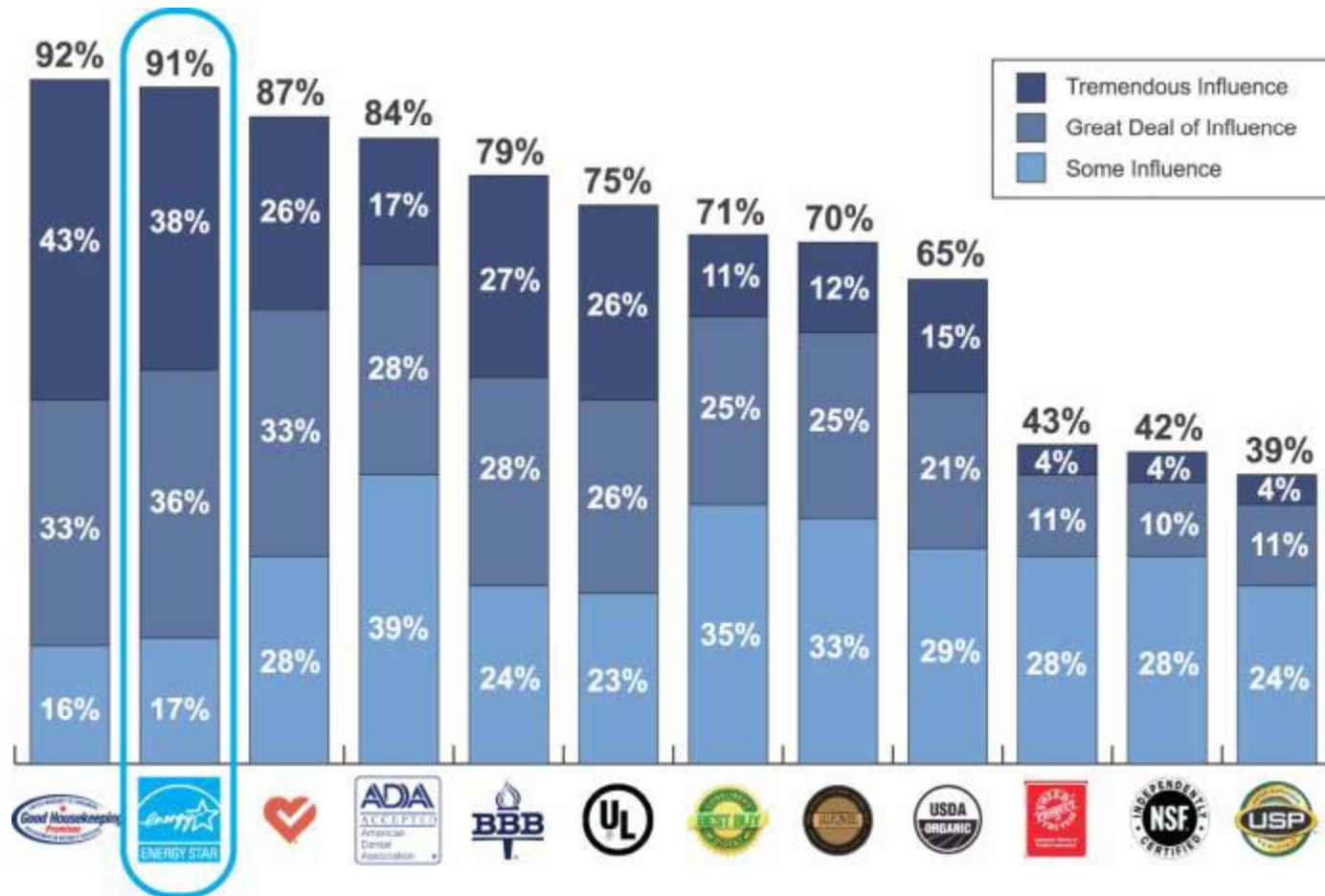
- Differentiation
 - Arm your staff with knowledge
 - Provide your customers products of choice
- Grow your customer base
 - Attract and retain customers
 - Help your customers save money and watch them keep coming back

Create Social Value

- Reducing energy use helps decelerate climate change by preventing greenhouse gas emissions
- Lower energy bills for your customers
- Boost your brand's environmental image



ENERGY STAR as your Sales Partner: Leverage ENERGY STAR Brand Influence



Source: Fairfield Research, July 2009

The ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the *Good Housekeeping* Seal.



ENERGY STAR as your Sales Partner: Take Advantage of ENERGY STAR Sales Value



In 2009 alone, Americans—with the help of ENERGY STAR—saved **\$17 billion** on their energy bills and prevented greenhouse gas emissions equivalent to the annual emissions of **30 million vehicles**.

Consumer awareness and desire for efficiency savings is high

- In 2009, more than 75% of households nationwide recognized the ENERGY STAR label
- Of households that purchased ENERGY STAR products in the past year:
 - 80% of them reported the label as influential to their purchasing decision
 - More than 90% of them reported they are likely to recommend ENERGY STAR products to friends



Sources: 1) EPA Office of Air and Radiation, Climate Protection Partnerships Division. *National Awareness of ENERGY STAR for 2009: Analysis of 2009 CEE Household Survey*. U.S. EPA, 2010. 2) *ENERGY STAR Overview of 2009 Achievements*. March 2010.



ENERGY STAR as your Sales Partner: Tools and Resources



The ENERGY STAR Training Center: www.energystar.gov/training

The screenshot shows the ENERGY STAR Training Center website. At the top, it says "BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER" and "U.S. Environmental Protection Agency • U.S. Department of Energy". Below this is a navigation bar with links: "About ENERGY STAR", "News Room", "FAQs", "KIDS", "Search", and "Go". The main navigation bar includes "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". The breadcrumb trail reads: "Home > Partner Resources > ENERGY STAR Training Center > Appliances". The "ENERGY STAR TRAINING CENTER" logo is prominently displayed. Under the "PRODUCTS" section, there is a sub-section for "Appliances" with a description: "Appliances that have earned the ENERGY STAR meet strict energy efficiency criteria without sacrificing performance or design. They have the same features consumers look for in conventional models, but they use less energy and less water. This means ENERGY STAR qualified appliances help protect the environment while saving consumers money." Below this, it states: "The links below will take you to fact sheets, retail training materials, and other tools to help you, your staff, and your vendors communicate effectively with consumers about the benefits of purchasing appliances that have earned the ENERGY STAR." A list of links follows: "Clothes Washers", "Dehumidifiers", "Dishwashers", "Refrigerators/Freezers", "Room Air Cleaners", and "Room Air Conditioners". On the right side, there is a "Training Resources" sidebar with links for "Products", "Appliances", "Heating and Cooling", "Lighting", "Home Electronics", "Office Equipment", "Sealing and Insulating", "Commercial Food Service", and "Other Commercial Products". Below this, there is a "Campaigns" section with links for "Change the World, Start with ENERGY STAR" and "Other ENERGY STAR Campaigns". At the bottom of the sidebar, there is a "Utilities/EEPS" section with links for "Training Overview" and "Training Resources".

- Sales Training PowerPoint Presentations you can use to arm your sales force with knowledge
- Sell Sheets for each product with who, what, why, and how
- “At a Glance” savings for every product category
- In-Depth Partner Resource Guide
- Access to Campaigns, Calculators and more

AWARD ALERT: Use it and get credit on your Partner of the Year application!





ENERGY STAR as your Sales Partner: Tools and Resources



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

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- National Campaigns
- Sales and Marketing Materials
- Change the World, Start with ENERGY STAR
- Awards
- Manufacturer-Specific Resources
- Access to Logos, Calculators and more

Visit the site – your feedback is welcome!





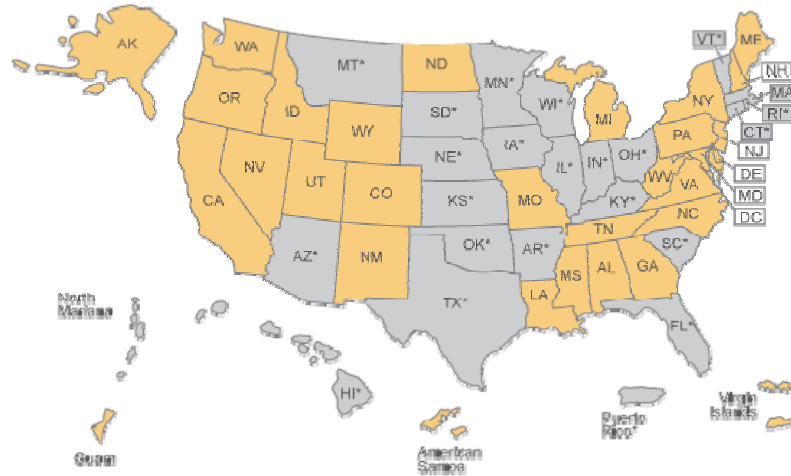
Leveraging Rebates



Leveraging Rebates: Multiply the Savings



- The 2010 Energy Efficient Appliance Rebate Programs were a huge success!
 - Opportunities continue
 - Check out “Recap of Rebate Success” this afternoon, 3:30-4:15, in Directors Row H

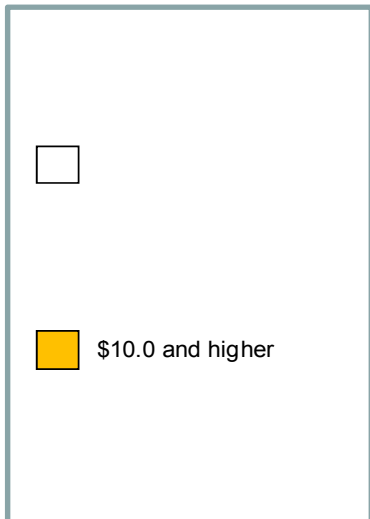
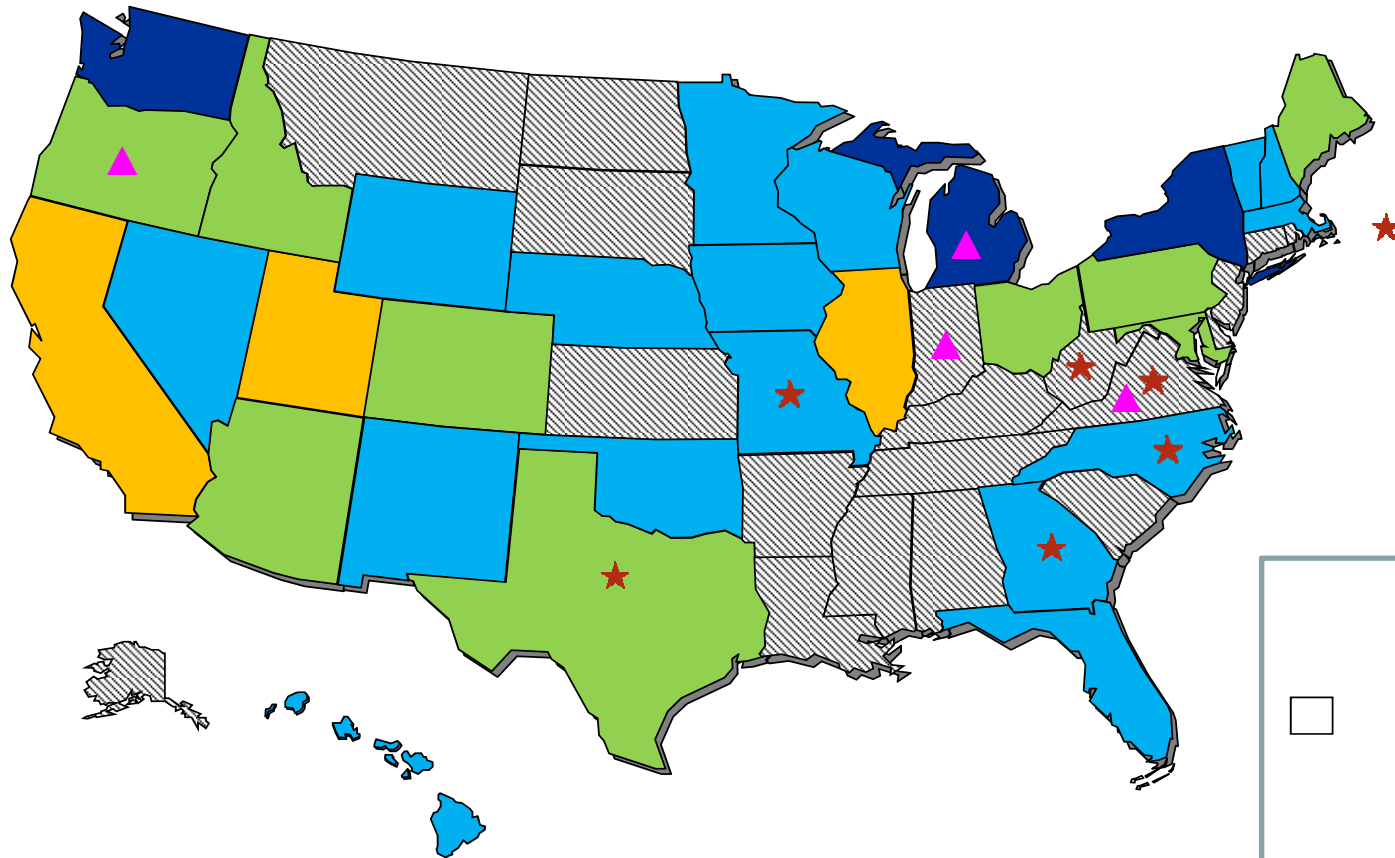


- \$100s of millions more from Efficiency Program Sponsors!





Leveraging Rebates: Multiply the Savings

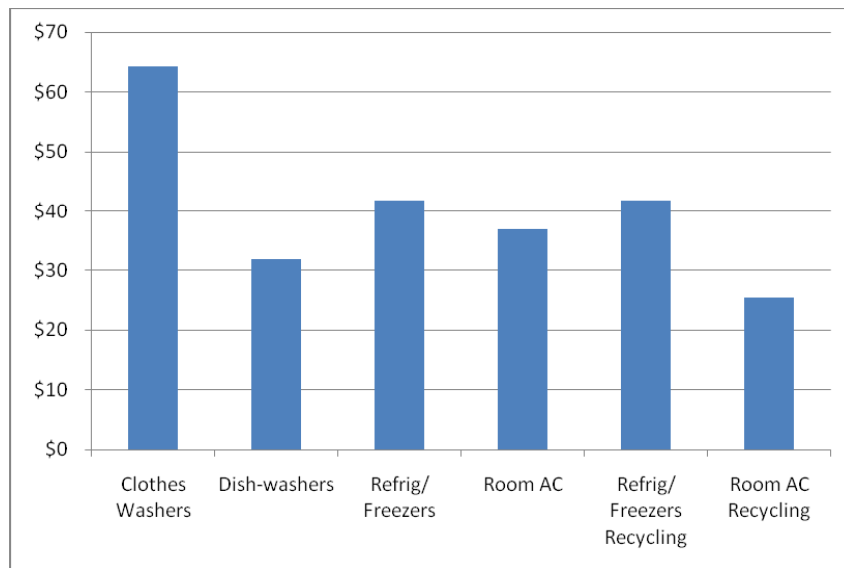




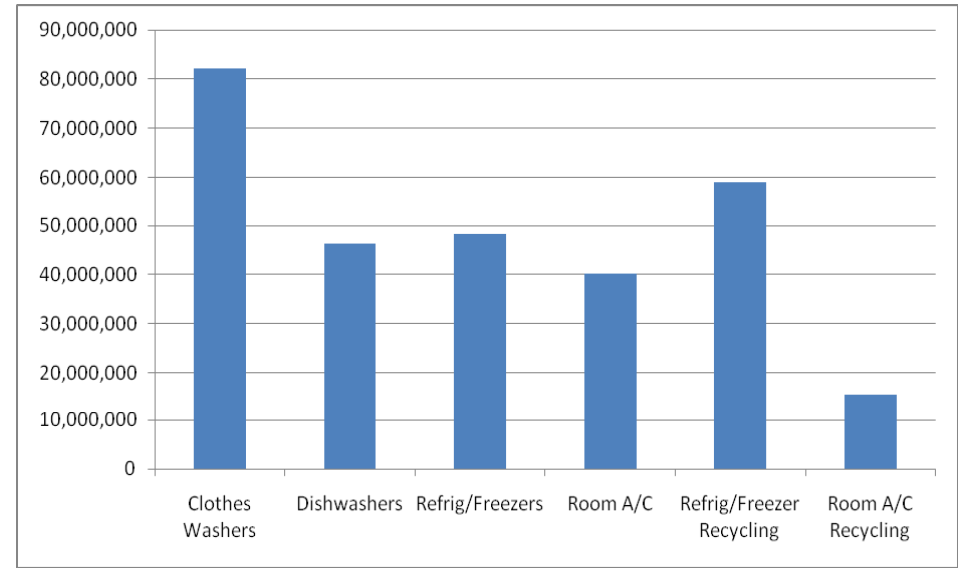
Leveraging Rebates: Multiply the Savings



National Average Rebate Amount



Population Eligible for Rebates





Leveraging Rebates: Find Rebates in Your Area



Database for Incentives & Joint Marketing Exchange (DIME)

- Visit www.energystar.gov/DIME to find:
 - Appliance rebates in your area
 - Incentive amounts, start and end dates
 - Name, location, and contact information of rebate sponsors
- Retailers and manufacturers can also:
 - Connect to local energy efficiency program sponsors (e.g., utilities)
 - Find joint ENERGY STAR promotional and marketing opportunities
 - **Promote your program!** Contact your ENERGY STAR partner account rep or e-mail efficiencyrebates@energystar.gov.


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Leveraging Rebates:

www.energystar.gov/DIME

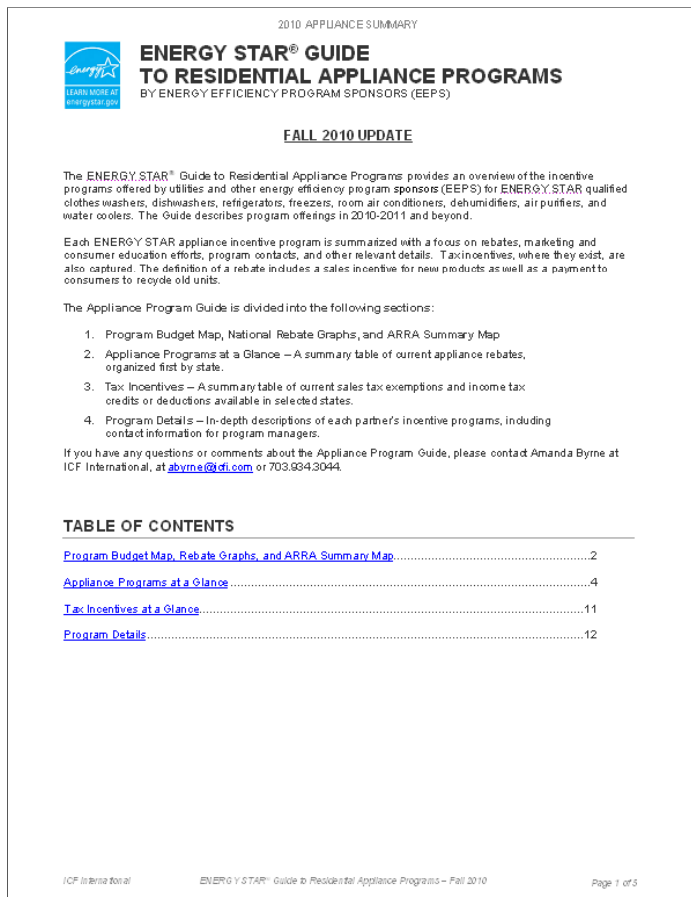


Sponsor 	Incentive Type	Products	State(s)	Incentive Amount	Start Date	End Date	Consumer Hotline	Contact
Yellowstone Valley Electric Cooperative	Rebate - Mail-in	Clothes Washers, Commercial Clothes Washers, Dishwashers, Refrigerators & Freezers	MT		1/1/2007	Ongoing	406-348-3411	
Wyoming Business Council - State Energy Office	Rebate - Mail-in	Clothes Washers, Commercial Clothes Washers	WY	\$100	4/15/2010	12/31/2010	877-507-3228	Tupper, Heather 877-507-3228
Wyoming Business Council - State Energy Office	Rebate - Mail-in	Dishwashers	WY	\$50	4/15/2010	12/31/2010	877-507-3228	Tupper, Heather 877-507-3228
Willmar Municipal Utilities	Rebate - Mail-in	Clothes Washers, Commercial Clothes Washers, Dishwashers, Refrigerators & Freezers	MN	\$50	5/22/2009	Ongoing		
White County REMC	Rebate - Mail-in	Clothes Washers, Commercial Clothes Washers	IN	\$50	4/15/2010	11/15/2010		Matney, Laura
West Virginia Department of Environmental Protection	Rebate - Mail-in	Clothes Washers, Commercial Clothes Washers	WV		6/17/2010	Ongoing	(877) 355-9153	Adolfson, Gregory (877) 355-9153
West Virginia Department of Environmental Protection	Rebate - Mail-in	Dishwashers	WV		6/17/2010	Ongoing	(877) 355-9153	
West Virginia Department of Environmental Protection	Rebate - Mail-in	Freezers, Refrigerators & Freezers	WV	\$25	6/17/2010	Ongoing	(877)355-9153	
West Virginia Department of Environmental Protection	Rebate - Mail-in	Refrigerators & Freezers	WV		6/17/2010	Ongoing	(877)355-9153	



Leveraging Rebates:

Guide to Residential Appliance Programs



- Prefer paper?
- Check out the ENERGY STAR guide to Residential Appliance Programs by Energy Efficiency Program Sponsors
- Copies available here, on the web, and via request to appliances@energystar.gov





Ways to Get Involved



Ways to Get Involved:

Change the World, Start with ENERGY STAR



CHANGE THE WORLD, START WITH ENERGY STAR.

U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs • **KIDS**

Search

Go

Products

Home Improvement

New Homes

Buildings & Plants

Partner Resources

[Home](#) > [Products](#) > [Join our Movement](#) > [Get Your Organization Involved](#)

Get Your Organization Involved

Thank you for helping to spread the word about the ENERGY STAR Pledge. With your leadership in this growing movement, we can make a bigger difference in the fight against climate change.

BECOME A PLEDGE DRIVER ➔

Campaign Resources



Not sure where to start? See what our campaign is all about through some of the best first steps, tools, and materials to get you going and maximize your participation. [Learn More](#) >

◀ Getting Started

◀ Event Toolkit

◀ Change the World Booth

◀ Youth Partnerships

Campaign Highlights

Read this summer's campaign newsletter and forward the cooling tips to others! [See tips](#).

[View Newsletter](#) >

[See the Tour](#) >

TODAY, 3:30 - 4:30
TOMORROW, 9:30 - 10:30
Directors Row 1



Ways to Get Involved:

Promote Replacement of Older Appliances



- The Opportunity:
 - Millions older refrigerators, clothes washers, dishwashers wasting water, energy, money
 - Millions of “second refrigerators” creating strain on the electricity grid, people’s pocketbooks
- Ideas:
 - Upgrade to ENERGY STAR and Save
 - How much is that second refrigerator costing you?
- Resources
 - Go to www.energystar.gov/partners
Click on “National Campaigns”



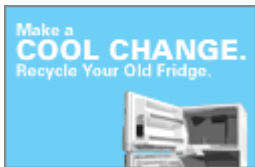


Ways to Get Involved:

Promote Recycling



- The Opportunity
 - Large environmental benefits from recycling
 - Can result in new sales
- Ideas
 - Partner with EPA, retailers and others to promote recycling in product literature and sales & marketing materials
 - Join RAD: Responsible Appliance Disposal (2:00pm)
 - Come up with your own creative campaign!
- Resources
 - <http://www.epa.gov/ozone/partnerships/rad/>
 - www.energystar.gov/recycle



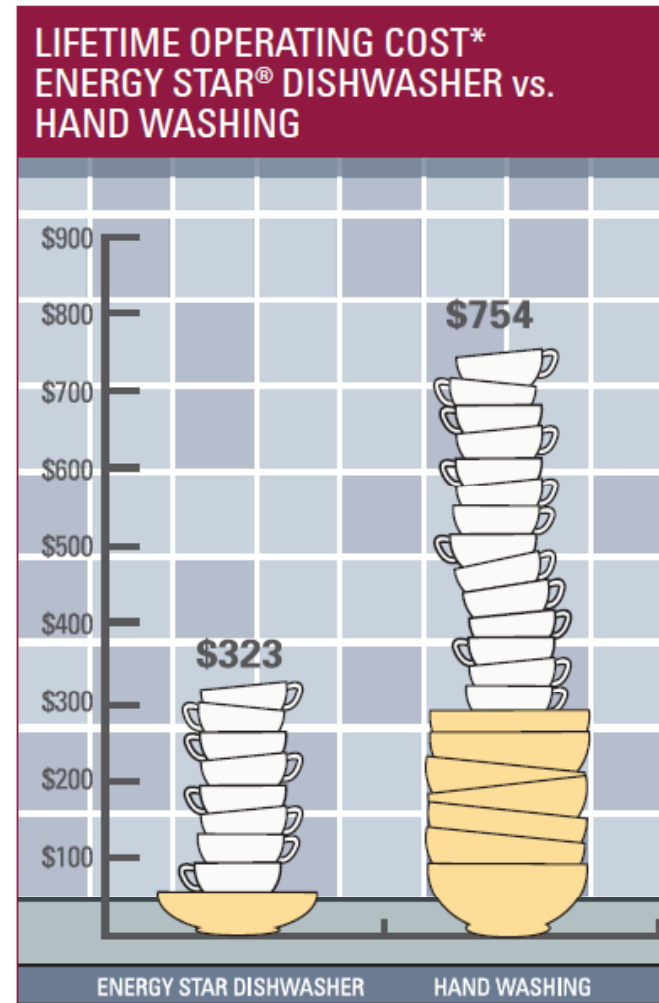


Ways to Get Involved:

Participate in Awareness Campaigns



- Benefits of dishwasher versus hand washing
- Importance of using the correct type/amount of detergent
- Differences between older and new, high efficiency clothes washers
- Tips on selecting right-size room air conditioner





Your Suggestions are Welcome!



- What do you need to assist in your ENERGY STAR sales and marketing efforts?
- We welcome your ideas and suggestions for additional tools, resources, and product-specific campaigns.



Thank you
for your Support of ENERGY STAR



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