



ENERGY STAR[®] Most Efficient – Dishwashers

Appliance Sales Associate Training





What Is ENERGY STAR Most Efficient?

- A new distinction that recognizes products that deliver **cutting edge energy efficiency** along with the latest in technological innovation
- Recognizes the most efficient products among those that qualify for the ENERGY STAR in a given year
- Is intended to drive more energy-efficient products into the market more quickly
- Represents the **“best of the best”** in energy efficient products



See: www.energystar.gov/moste efficient



Why ENERGY STAR Most Efficient Matters To Your Customers

- **Product Differentiation** –
 - Many use innovative and advanced technologies
 - Gives your customers leading edge products to choose from without trade-off in features or functionality
- **Social Value** –
 - Helps your customers be environmentally responsible
 - Saving energy use helps prevent climate change by reducing greenhouse gas emissions
- **ENERGY STAR Integrity** –
 - Products have met stringent performance requirements expected of the ENERGY STAR brand



Who Is The Target Audience When Leveraging Most Efficient?

Most Efficient Appeals to:

- Existing and new audiences
 - Early adopters
 - Environmentally conscious shoppers

Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- Be loyal ENERGY STAR shoppers
- Associate ENERGY STAR with high quality
- Be more environmentally/socially motivated
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy

How To Leverage ENERGY STAR Most Efficient In Your Store

- **Save energy and prevent climate change** by reducing greenhouse gas emissions.
- **Increase sales** (and ticket size) with exceptional product selection.
- **Build customer loyalty**
 - Make customers feel good about their purchases
 - Make customers feel great about your stores stocking a top quality product!





Eligible Appliance Products

- **Clothes Washers**
- **Refrigerators**
- **Dishwashers**



Dishwasher Eligibility

Models recognized as the Most Efficient of ENERGY STAR 2015 offer an average of **22% energy savings and 36% water savings** compared to the federal standard.

Eligible products:

- Standard-sized residential dishwashers

Ineligible products:

- Compact models
- Commercial dishwashers





Product Listings

- Find ENERGY STAR Most Efficient 2016 product listings, with photos and descriptions, at www.energystar.gov/mostefficient and on manufacturer provided POP materials
- The ENERGY STAR Most Efficient distinction may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.

The simple choice for energy efficiency.

ENERGY EFFICIENT products ENERGY SAVINGS at home ENERGY EFFICIENT new homes ENERGY STRATEGIES FOR buildings & plants

Home > Products > Find ENERGY STAR Products > ENERGY STAR Most Efficient 2015

ENERGY STAR Most Efficient 2016

The Year's Best of ENERGY STAR for Energy Efficiency and Innovation.
WHEN ONLY THE BEST WILL DO.

Looking for the ENERGY STAR label is a simple way to save you money and protect the environment. Now EPA introduces ENERGY STAR Most Efficient 2015, a new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation. It is an award that truly represents the best of ENERGY STAR.

FEATURED UTILITY PARTNERS

PG&E SMUD nyserda

Coming Soon! ENERGY STAR Most Efficient 2015 Supporting Utilities

Products Recognized as ENERGY STAR Most Efficient in 2015

 Clothes Washers Large (larger than 2.5 cu-ft)	 Refrigerators Medium, Large, and X-Large	 Dishwashers New 2015 Product Category
 Ceiling Fans 52 inches and under Over 52 inches	 Ventilating Fans Without Lighting With Lighting	 Heating & Cooling Boilers Central Air Conditioners/Air Source Heat Pumps



Go Sell!

Be sure to identify which models on the floor have been recognized for 2016:

- See www.energystar.gov/mostefficient
- See manufacturer and retail signage
- The ENERGY STAR Most Efficient designation may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.



Don't Forget About The Rebates!

- Rebates are beginning to be directed at ENERGY STAR Most Efficient products
 - The best place to find available rebates is energystar.gov.

ENERGY STAR Most Efficient 2016
www.energystar.gov

The best of ENERGY STAR for energy savings and innovation.
WHEN ONLY THE BEST WILL DO.

For more information on select rebates visit energystar.gov/Sacramento

PG&E SMUD

626-041937V
09/25-10/11/14
Home Appliances

\$50 REBATE
on this ENERGY STAR® Most Efficient refrigerator

Submit by mail or online. Offer good through 12/31/15. See store associate or visit MassSave.com/FridgeRebate for details.

Most Efficient 2016
www.energystar.gov

mass save

BROUGHT TO YOU BY
EVERSOURCE ENERGY nationalgrid
HERE WITH YOU, HERE FOR YOU.

Unitil

626-042372V MA.03.15

Example rebate offerings



Questions?

Visit www.energystar.gov/moste efficient

E-mail us at MostEfficient@energystar.gov or
Appliances@energystar.gov

