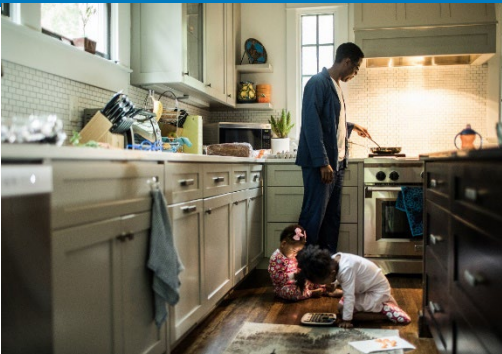




Quick Reference Guide for Promoting ENERGY STAR Certified Products - 2023



APPLIANCES

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- [Clothes Dryers](#)
- [Clothes Washers](#)
- [Dehumidifiers](#)
- [Dishwashers](#)
- [Freezers](#)
- [Refrigerators](#)
- [Room Air Conditioners](#)

ENERGY STAR Home Upgrade

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- [Insulation and Air Sealing](#)
- [Smart Thermostats](#)
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HVAC





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OTHER:





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WATER HEATERS



- [Gas Instantaneous Water Heaters](#)
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- [Heat Pump Water Heaters](#)





Air Cleaners (Purifiers)		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Room air cleaners that have earned the ENERGY STAR are 27% more energy efficient than standard models. An ENERGY STAR certified room air cleaner could save approximately \$130 over its lifetime. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Air Cleaners ENERGY STAR Product Finder – Air Cleaners ENERGY STAR Most Efficient – Air Cleaners Ask The Experts: How to Choose a Room Air Cleaner Ask the Experts: An Air Cleaner can be helpful in high-risk wildfire areas 	<p>Air Cleaner Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Air Source Heat Pumps		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> The average home spends \$1,900 per year on utility bills, with nearly half going to heating and cooling. Heating and cooling costs the average homeowner \$930 per year on utility bills. ENERGY STAR certified heat pumps have higher ratings for seasonal energy efficiency ratio (SEER), energy efficiency ratio (EER), and heating seasonal performance factor (HSPF) and use 11% less energy than conventional new models. An ASHP is so efficient it can deliver up to three times more heat energy to a home than the electrical energy it consumes. This is possible because a heat pump moves heat rather than converting it from a fuel, as combustion heating systems do. 	<ul style="list-style-type: none"> ENERGY STAR Home Upgrade – Clean Heating and Cooling About ENERGY STAR Certified Air Source Heat Pumps ENERGY STAR Product Finder – Heat Pumps ENERGY STAR Most Efficient – Heat Pumps Ask the Experts: How does a heat pump work? Tax Credits for Air Source Heat Pumps 	<p>ENERGY STAR Home Upgrade Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>



Air Source Heat Pumps, Continued		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> ENERGY STAR certified air-source heat pumps avoid about 17,100 lbs of greenhouse gas emissions, on average, over the course of their lifespan compared to standard systems. ENERGY STAR certified mini splits use more sophisticated compressors and fans that can adjust speeds to save energy and money. They also cool directly from the unit, rather than passing through a network of fabricated ductwork, eliminating energy losses from ductwork which can account for more than 30% of a home's energy use for space conditioning. ENERGY STAR certified ductless mini-split heat pumps use more sophisticated compressors and fans that can adjust speeds to save energy, cutting cooling costs by 30% compared to conventional room air conditioners. 		<p>HVAC Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Boilers		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> An ENERGY STAR certified gas boiler is approximately 8% more efficient than a standard model and can save approximately \$870 over the lifetime of the product. An ENERGY STAR certified oil boiler is approximately 3% more efficient than a standard model and can save \$470 over the lifetime of the product. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Boilers ENERGY STAR Product Finder – Boilers Tax Credits for Boilers 	<p>HVAC Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>

Central Air Conditioners		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> The average home spends \$1,900 per year on utility bills, with nearly half going to heating and cooling. Heating and cooling costs the average homeowner \$930 per year on utility bills. Central air conditioners that have earned the ENERGY STAR are about 8% more efficient than conventional models. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Central Air Conditioners ENERGY STAR Product Finder – Central Air Conditioners ENERGY STAR Most Efficient – Central Air Conditioners ENERGY STAR Cooling Tax Credits for Central AC 	<p>HVAC Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Clothes Dryers		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Electric clothes dryers that have earned the ENERGY STAR are on average about 20% more energy efficient than standard clothes dryers. A full size, electric clothes dryer that has earned the ENERGY STAR could save about 1,900 kWh of electricity and approximately \$210 in energy bills over the lifetime of the product. A full-size gas clothes dryer that has earned the ENERGY STAR saves about 6 MMBTUs of natural gas and approximately \$70 in energy bills over the lifetime of the product. Gas clothes dryers that have earned the ENERGY STAR are on average about 18% more energy efficient than standard clothes dryers. Clothes dryers that have been recognized as ENERGY STAR Most Efficient in 2023 use 28% - 43% less energy compared to the federal minimum. An ENERGY STAR certified compact electric dryer saves between 30 and 51% in energy compared to a conventional compact model. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Clothes Dryers ENERGY STAR Product Finder – Clothes Dryers ENERGY STAR Most Efficient Clothes Dryers 	<p>Laundry Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>





Clothes Washers		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Compared to a standard top load model, an ENERGY STAR certified model will save you approximately \$590 over the lifetime of the product. Standard sized clothes washers that have been recognized as ENERGY STAR Most Efficient in 2023 use 43% less energy and 46% less water compared to the federal minimum. Small volume washers recognized as ENERGY STAR Most Efficient in 2023 use 24% less energy and 37% less water compared to the federal minimum. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Clothes Washers ENERGY STAR Product Finder – Clothes Washers ENERGY STAR Most Efficient Clothes Washers Ask the Experts: Which clothes washer should I choose: Front load or top load? 	<p>Laundry Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Dehumidifiers		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> A dehumidifier that has earned the ENERGY STAR removes the same amount of moisture as a similarly sized conventional unit but uses 13% less energy. The annual energy saved by an ENERGY STAR certified dehumidifier could power your ENERGY STAR certified refrigerator for nearly two months. A dehumidifier that has earned the ENERGY STAR can save approximately \$90 over the life of the unit, while avoiding approximately 1,200 pounds of greenhouse gas emissions. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Dehumidifiers ENERGY STAR Product Finder – Dehumidifiers ENERGY STAR Most Efficient Dehumidifiers 	<p>Dehumidifier Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>

Dishwashers		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Standard-size dishwashers that have earned the ENERGY STAR are approximately 22% more energy efficient and 40% more water efficient than standard models. A standard-size ENERGY STAR certified dishwasher costs about \$55 annually to run and save about 3,850 gallons of water over its lifetime. Compact dishwashers that have earned the ENERGY STAR are approximately 30% more energy and water efficient than conventional models. Washing dishes in a new ENERGY STAR certified machine rather than hand washing can cut your utility bills by \$210 per year. A new ENERGY STAR certified dishwasher uses less than half as much energy as washing dishes by hand and saves 8,400 gallons of water a year. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Dishwashers ENERGY STAR Product Finder – Dishwashers ENERGY STAR Most Efficient Dishwashers 	<p style="text-align: center;">Coming Soon!</p>
Downlights		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> ENERGY STAR certified recessed light kits are designed specifically for downlight applications and provide optimal energy efficiency for this use. These kits use up to 90% less energy than standard downlights, which means that each fixture can save you about \$80 over its lifetime. Recessed downlights that earn the ENERGY STAR label are tested to ensure they have a lifetime of at least 25,000 hours—that’s 25 times longer than a traditional light bulb. With average use, you should not have to worry about replacing them for more than 20 years. 	<ul style="list-style-type: none"> ENERGY STAR Product Finder – Light Fixtures Fact Sheet: ENERGY STAR Certified Recessed Downlights 	<p style="text-align: center;">Lighting Materials</p>  <p style="text-align: center;">Download Toolkit</p>  <p style="text-align: center;">Download Graphics</p>





Electric Vehicle Supply Equipment		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> ENERGY STAR certified AC chargers are approximately 40% more efficient in standby mode (85% of the time) than standard models. An ENERGY STAR certified DC fast charger (up to 65kW) saves about 1.5 MWh/year or \$185 in electricity costs annually, and about \$1,650 over the product's lifetime. 	<ul style="list-style-type: none"> About ENERGY STAR Certified EV Chargers ENERGY STAR Product Finder – EV Chargers Ask the Experts: Tips for EVs and EV Chargers Tax Credits for EVs 	<p>EV Charger Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Freezers		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Freezers that have earned the ENERGY STAR are approximately 10% more energy efficient than standard models. An ENERGY STAR certified chest freezer uses about 215 kWh of electricity and costs approximately \$30 per year to run. A new chest freezer that has earned the ENERGY STAR uses less energy than a 40-watt incandescent light bulb. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Freezer ENERGY STAR Product Finder – Freezers ENERGY STAR Most Efficient Freezers 	<p>Flip Your Fridge Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>



Gas Furnaces		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Certified gas furnaces in the southern half of the United States, where homes require less heat, are labeled with a unique “U.S. South” ENERGY STAR logo. These furnaces can be 11% more efficient than standard models and can save an average of about \$40 in energy costs per year. Because they use more efficient fans, you can also reduce costs associated with central AC operation. Certified gas furnaces in the northern half of the United States will be labeled with the standard ENERGY STAR logo. These furnaces can be 15% more energy efficient than baseline models and can save \$110 in energy costs per year. Because they use more efficient fans, you can also reduce costs associated with central AC operation. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Furnaces ENERGY STAR Product Finder - Furnaces 	<p>HVAC Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Gas Instantaneous Water Heaters		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Compared to a standard gas storage model, an ENERGY STAR certified tankless water heater can save a family about \$80 per year, by heating the water only when needed. Compared to a standard gas tankless model, ENERGY STAR certified tankless water heaters will save a family of four about \$44 per year. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Gas Tankless Water Heaters 	<p>Not Available</p>
Gas Storage Water Heaters		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Choose an ENERGY STAR certified gas storage water heater instead of a standard model and use 9% less energy. It saves a family of four approximately \$20 per year. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Gas Storage Water Heaters 	<p>Not Available</p>



Heat Pump Water Heaters





Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> An ENERGY STAR certified electric water heater (known as a heat pump water heater) uses about one quarter of the energy of a standard model. An ENERGY STAR certified HPWH can save a household of 4 approximately \$550 per year on its electric bills compared to a standard electric water heater and more than \$5,600 over its lifetime. 	<ul style="list-style-type: none"> ENERGY STAR Home Upgrade – Super Efficient Water Heater About ENERGY STAR Certified Heat Pump Water Heaters ENERGY STAR Product Finder – Heat Pump Water Heaters Ask the Experts: What goes into the cost of installing a heat pump water heater? Ask the Experts: Is a heat pump water heater right for your home? Ask the Experts: Do heat pump water heaters work for cold climates? 	<p>ENERGY STAR Home Upgrade Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p> <p>Electric Water Heater Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>



Insulation and Air Sealing

Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> • More than 90% of single-family homes in the U.S. are under-insulated. • Sealing air leaks around your home and adding insulation can help your home be more comfortable and energy efficient, providing up to a 10% savings on your annual energy bills. 	<ul style="list-style-type: none"> • ENERGY STAR Home Upgrade – Attic Insulation • ENERGY STAR Seal and Insulate • ENERGY STAR Rule Your Attic! • Ask the Experts: How to check your home’s attic insulation levels • Ask the Experts: How to hire an attic insulation contractor • Tax Credits for Insulation 	<p>ENERGY STAR Home Upgrade Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p> <p>Rule Your Attic Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>

Pool Pumps		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> • Above ground pool pumps that have earned the ENERGY STAR use 11% less energy than standard models. • In-ground pool pumps that have earned the ENERGY STAR use 18% less energy than standard models. • Pressure cleaner booster pumps that have earned the ENERGY STAR use 20% less energy than standard models. • An ENERGY STAR certified pool pump for in-ground pools can save up to 380 kWh or approximately \$50 per year in energy bills and \$320 over its 7-year lifetime versus a conventional pump. 	<ul style="list-style-type: none"> • About ENERGY STAR Certified Pool Pumps • ENERGY STAR Product Finder – Pool Pumps 	<p>Pool Pumps Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>

Refrigerators		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Refrigerators that have earned the ENERGY STAR are about 9% more energy efficient than standard models. ENERGY STAR compact coolers are approximately 25% more energy efficient than conventional models. ENERGY STAR non-compact coolers are 20% more energy efficient than conventional models. An ENERGY STAR certified refrigerator costs about \$70 a year to run, on average. <ul style="list-style-type: none"> An ENERGY STAR certified top-freezer refrigerator uses about 360 kWh and costs about \$50 a year to run. An ENERGY STAR certified bottom freezer refrigerator uses about 560 kWh and about \$80 a year to run. An ENERGY STAR certified side-by-side refrigerator uses about 630 kWh of electricity and costs about \$90 a year to run. An ENERGY STAR certified refrigerator saves about \$60 in energy bills over its lifetime compared to standard models. Replacing your old refrigerator with a new one that has earned the ENERGY STAR and properly recycling the old one could save you about \$230 and reduce your carbon footprint by about 4,400 pounds of CO2 over the 12-year lifetime of the product. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Refrigerators ENERGY STAR Product Finder – Refrigerators ENERGY STAR Most Efficient Refrigerators Ask the Experts: Technology breakthrough for energy efficient refrigerators 	<p>Flip Your Fridge Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>

Room Air Conditioners		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> Room air conditioners that have earned the ENERGY STAR use 9% less energy than conventional models and save about \$60 over their lifetime, on average. An ENERGY STAR certified room air conditioner costs approximately \$80 per year to run, on average. 	<ul style="list-style-type: none"> About ENERGY STAR Certified Room Air Conditioners ENERGY STAR Product Finder – Room Air Conditioners ENERGY STAR Most Efficient Room Air Conditioners 	<p>Room AC Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Smart Thermostats		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> An ENERGY STAR certified smart thermostat can reduce your heating and cooling bill by more than 8% and save you about \$50 a year on average. The more you spend on heating and cooling, the more you could save with an ENERGY STAR certified smart thermostat. Homes with high heating and cooling bills can save up to \$100 a year. Using an ENERGY STAR certified smart thermostat to control heating and cooling settings in a vacation home can save \$300 a year in wasted energy. If your home is unoccupied much of the day, an ENERGY STAR certified smart thermostat can save approximately \$100 a year. 	<ul style="list-style-type: none"> ENERGY STAR Home Upgrade – Smart Thermostats About ENERGY STAR Certified Smart Thermostats ENERGY STAR Product Finder – Smart Thermostats 	<p>ENERGY STAR Home Upgrade Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>

Smart Thermostats, Continued		
Savings Statements	Web Links	Toolkit and Promotional Images
		<p>Smart Thermostat Materials</p>  <p>Download Toolkit</p>  <p>Download Graphics</p>
Windows and Storm Windows		
Savings Statements	Web Links	Toolkit and Promotional Images
<ul style="list-style-type: none"> • While windows represent about 8% of the surface area of home, they typically account for almost half of the heat lost or gained. • You could save an average of about 12% annually on your energy costs by replacing poor performing windows with ENERGY STAR certified models. • On average, ENERGY STAR certified (low-e) storm windows can save homeowners up to 20% on their annual heating and cooling bills when installed over single-pane clear glass windows (without existing storm windows). When installed over double-pane clear windows, homeowners can save up to 10% on their annual heating and cooling bills. • Replacing your existing storm windows with storm windows that have earned the ENERGY STAR label could save \$50 a year on heating and cooling costs. 	<ul style="list-style-type: none"> • ENERGY STAR Home Upgrade – Windows and Storm Windows • About ENERGY STAR Certified Windows, Doors, and Skylights • ENERGY STAR Product Finder – Windows, Doors, and Skylights • Tax Credits for Windows 	<p>Coming Soon!</p>