

ENERGY STAR. The simple choice for energy efficiency.



ENERGY STAR® Appliances

Welcome & Update

Rosemarie Stephens-Booker, U.S. EPA

ENERGY STAR Products Partner Meeting
October 14, 2015
Portland, OR





Welcome to Portland!



Upcoming Appliance Sessions

Today

- ~~4:00 – 5:00: “The Internet of Things:” Connected Products and ENERGY STAR~~

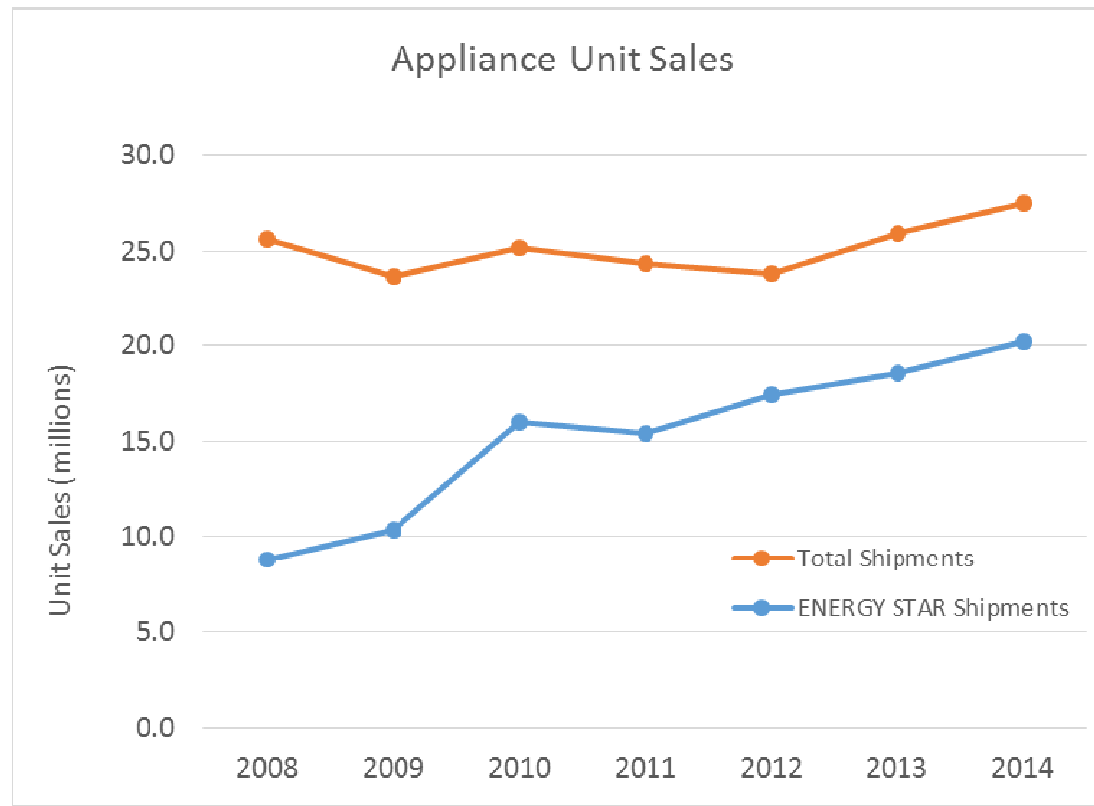
Tomorrow:

- 10:00 – 11:00: The Road Ahead: Mapping Opportunities in the Appliance World
- 3:30 – 4:30: Recipes for Success: Flip Your Fridge and other Appliance Promotions
- 4:30 – 5:30: ENERGY STAR Most Efficient: Exploring the Potential with Independent Retailers



State of the Appliance Market

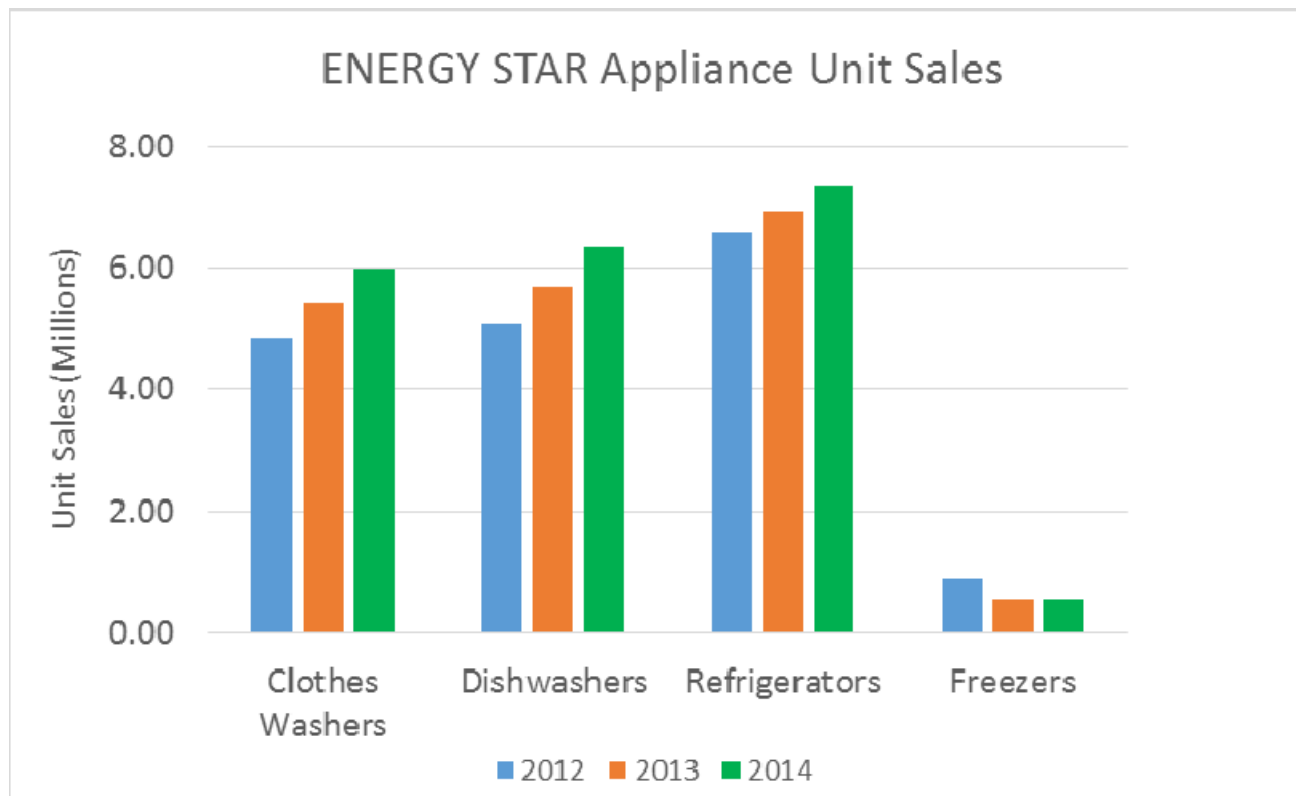
- Unit sales of ENERGY STAR certified appliances continue to trend up
- Expect to see increases in existing and new home sales, home improvement product sales, and remodeling spending

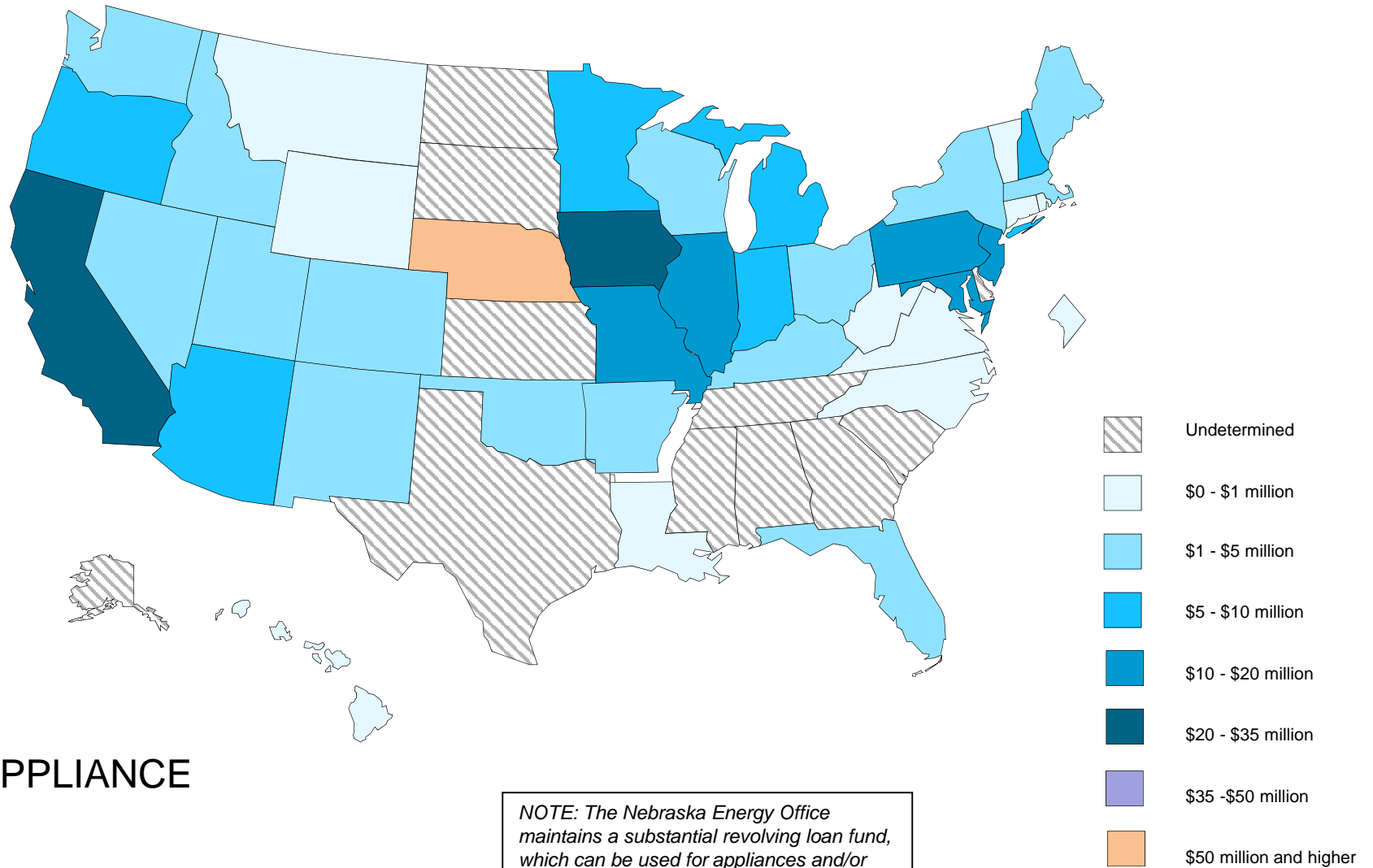




State of the Appliance Market

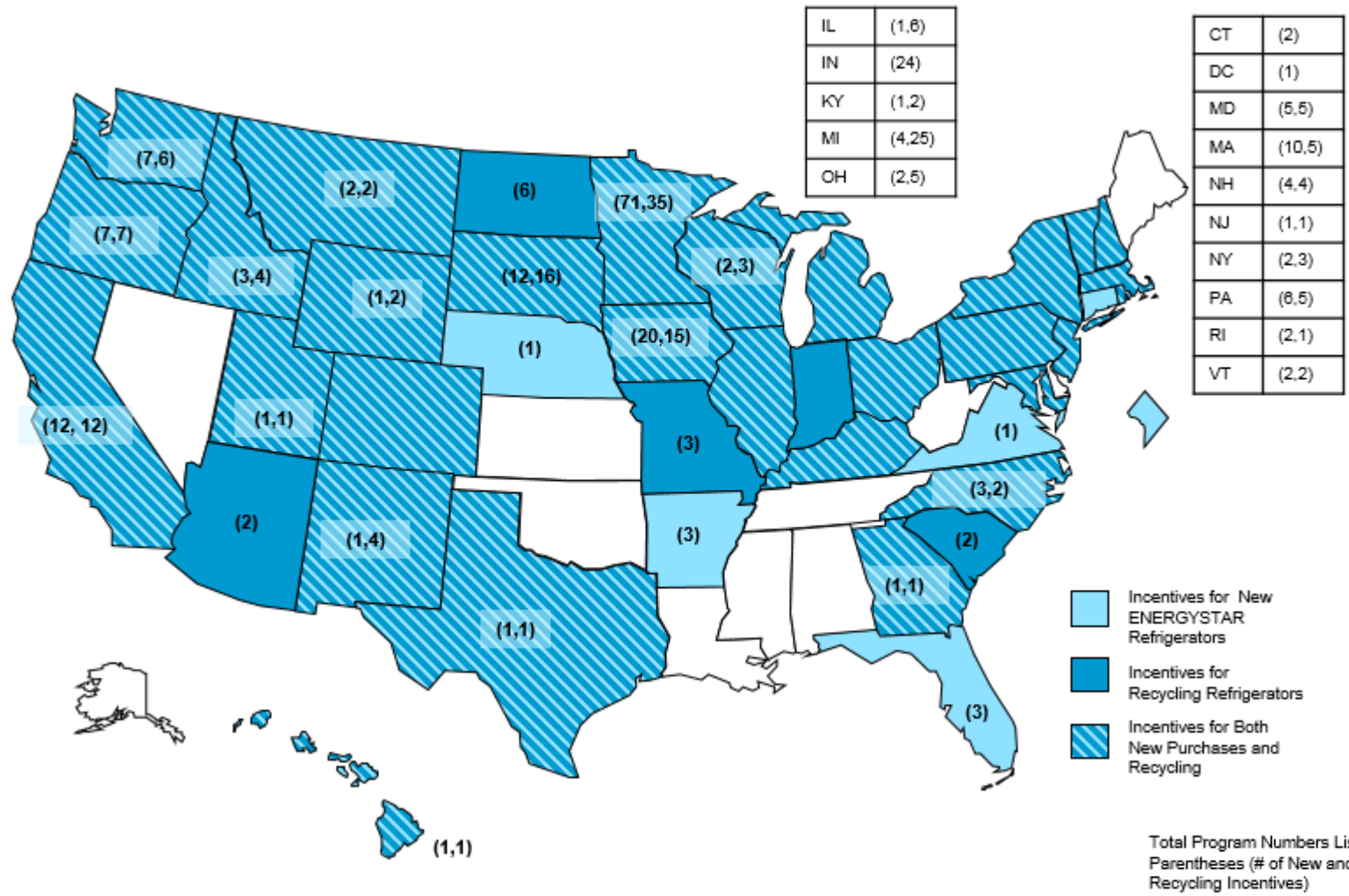
- ENERGY STAR unit shipments increased across multiple product categories





APPLIANCE

NOTE: The Nebraska Energy Office maintains a substantial revolving loan fund, which can be used for appliances and/or other energy efficiency measures.





Appliances Specification Development “At-A-Glance”

Product	Current Version	Version in Development	ENERGY STAR Specification Key Criteria Updates				Release Date	Effective Date
			Energy Use Requirements	Water Use Requirements	Connected Functionality	Other		
Clothes Washers	7.1	Comm CW Review	✓	✓	✓		March 2014	March 2015
Clothes Dryers	1.0	N/A	✓	N/A	✓	Max Dry Time	May 2014	January 2015
Room Air Conditioners	3.1/4.0	NA	✓	N/A	✓	Installation Requirements	Feb 2015	October 2015
Refrigerators & Freezers	5.0	NA	✓	N/A	✓	Test Method to Validate Demand Response	May 2013	September 2014
Residential Dishwashers	5.2/6.0	NA	✓	✓	✓	Optional Cleaning Performance Reporting	April 2015	January 2016



Upcoming Reviews/Revisions

- Commercial Clothes Washers
 - Unchanged by V 7.0 ENERGY STAR revision.
 - New federal test method and standards finalized Dec 2014.
 - Standards compliance date - January 1, 2018
 - Standards criteria - by product type (front and top loading) and includes a new metric - minimum modified energy factor (MEF*) and a maximum integrated water factor (IWF)
- Room Air Cleaners
 - Up for review
- Refrigerators
 - Add new product category: Miscellaneous Refrigeration



**2015 was a big year for
ENERGY STAR Appliance Promotions
THANK YOU to all of our Partners!**



Energy Efficiency Program Sponsor Appliance Promotions

Don't Miss Out!
Shop Tax Free for Select Appliances
February 14–16
Save even more with rebates from \$30–\$500.

BGE
An Exelon Company

Print rebate form.

ENERGY STAR PARTNER

The graphic features a calendar for February with the dates 14, 15, and 16 highlighted. It also includes an image of a washing machine and dryer set.

BGE promoted certified appliances, including dryers during Maryland's tax-free President's Day weekend

Up to **\$300 in Savings** on a **New Dryer**

The image shows a modern laundry room with a white front-loading dryer and a matching washing machine.

An electric clothes dryer can be one of the biggest energy users in a home – typically about two times more than a refrigerator! Efficient ENERGY STAR® dryers offer big savings and more options than ever before. This includes heat pump dryers that can use up to 60 percent less electricity, with ventless models that can be placed just about anywhere. PSEG Long Island offers rebates on ENERGY STAR electric and heat pump dryers. Learn more at www.psegliny.com/efficiency or call 1-800-692-2626.



PSEG Long Island offered rebates on certified dryers and developed supporting online, direct mail, and retail marketing materials



Energy Efficiency Program Sponsor Appliance Promotions at Retail

Georgia Power rebates promoting refrigerators, freezers, RoomACs, and more in The Home Depot.



ENERGY STAR. The simple choice for energy efficiency.



**Independent
Retail Groups
Promoting
ENERGY STAR**

Nationwide
Marketing Group
PrimeTime!
event






Energy Efficiency Program Sponsor Appliance Promotions

'Flip Your Fridge' and save a bundle with New Jersey's Clean Energy Program


By Special to NJ.com
on April 30, 2015 at 10:46 AM



Join the ENERGY STAR national campaign to "Flip Your Fridge" and save energy and money while also upgrading one of the most important appliances in any home — the refrigerator.

Customers that flip their old refrigerator for a new, ENERGY STAR certified model can get \$100 in rebates through New Jersey's Clean Energy Program and start saving up to \$250 on energy bills over the next five years. ENERGY STAR qualified refrigerators use less energy than two 60-watt light bulbs, create less heat and are quieter than older counterparts.

An estimated 170 million refrigerators and freezers are in use in the United States, and more than 60 million are more than 10 years old, costing consumers \$4.4 billion a year in energy costs. On average, a 15-year-old refrigerator uses twice as much energy as a new ENERGY STAR refrigerator, and homes with a second, older unit in the basement




Most Read

- Judge bans N.J. woman for life from every Walmart in America
- Zombie foreclosures: Why it's a problem and what one N.J. county is doing about it
- Bobbi Kristina Brown dead at 22
- Joe Namath offers \$100K reward for two missing teen

New Jersey's Clean Energy Program featured Flip Your Fridge in online articles and banner ads. Example of Focus on Energy flyer for press kit

ComEd promotes ENERGY STAR appliances on radio and TV





Flip Your Fridge
REPLACE AND RECYCLE
Cool for You. Cool for the Planet.

Flip Your Fridge to ENERGY STAR® and save up to \$150 in energy costs! Focus on Energy's Appliance Recycling Program will pick up and recycle your old fridge or freezer and you'll get \$40. To find out how:

focusonenergy.com/appliance
855.398.5226

..... Saving Energy and Money for Wisconsin



EEPS partners help spread the word about national promotions like Flip Your Fridge.



Manufacturers Highlight Certified Dryers in 2015

ENERGY REBATE SAVINGS!		ENERGY REBATE SAVINGS!		ENERGY REBATE SAVINGS!	
buy this washer	save \$ _____	buy this dryer	save \$ _____	buy this pair	save \$ _____
	4.5 cu. ft. front-load washer #02641482. <small>Shown with optional pedestal, sold separately.</small>		7.3 cu. ft. electric hybrid heat pump dryer #02681592. <small>Shown with optional pedestal, sold separately.</small>		
\$ _____	reg. price	\$ _____	reg. price	\$ _____	reg. price
\$ _____	instant savings	\$ _____	instant savings	\$ _____	instant savings
\$ _____	Sears card savings	\$ _____	Sears card savings	\$ _____	Sears card savings
\$ _____	final price	\$ _____	final price	\$ _____	final price
\$ _____	ENERGY STAR® rebate	\$ _____	ENERGY STAR® rebate	\$ _____	ENERGY STAR® rebate
\$ _____	final value	\$ _____	final value	\$ _____	final value
offer valid _____ thru _____		offer valid _____ thru _____		offer valid _____ thru _____	
SAVE MORE WHEN YOU BUY THE PAIR!		SAVE MORE WHEN YOU BUY THE PAIR!		SAVE MORE WHEN YOU BUY THE PAIR!	
Kenmore Elite 		Kenmore Elite 		Kenmore Elite 	

Kenmore tent-card at Sears drives home the message that you can save more when you buy an ENERGY STAR laundry pair



Manufacturer Highlights in 2015

In-store POP for Whirlpool HybridCare ENERGY STAR ventless electric dryer

UPGRADE TO TRUE VENTLESS DRYING AND SAVE AN ADDITIONAL \$480
in lifetime energy costs compared to our vented ENERGY STAR® qualified dryer*
Look for our Duet® HybridCare™ dryer | model WED99HED

*Versus model WED97HED, average use, normal cycle, 12-year dryer life, electric only. ©/™ ©2015 Whirlpool. All rights reserved. 5/15. Form No. WL150063B



WED95HED



WED99HED



Whirlpool and LG worked with Puget Sound Energy and NEEA to provide rebates on ENERGY STAR heat pump dryers, helping consumers save as much as \$600 on their purchase.

SAVE OVER \$500
in lifetime energy costs compared to our non ENERGY STAR® qualified dryer*
*Versus model WED4800B, average use, normal cycle, 12-year dryer life, electric only. ©/™ ©2015 Whirlpool. All rights reserved. 5/15. Form No. WL150063C

Manufacturer Highlights in 2015



Samsung challenges kids to drive sustainability in their communities with Boys & Girls Clubs of America. The Pequannock Boys & Girls Club won the challenge with the most innovative solutions to help fight climate change.



Manufacturer Highlights in 2015

Together with **Best Buy**, **LG** drew national attention to certified appliances and Flip Your Fridge with The Ellen DeGeneres Show

'Flip Your Fridge' kitchen makeover by LG and Best Buy wows Ellen fan

Posted on May 28, 2015 in (L)atest & (G)reatest Home Appliances, Product News by Michael Ertlermyer | 1 Comments

Like 274 Tweet 340 G+ 1.3k



In support of a new initiative to help families across the country save energy and money, [LG Electronics USA and Best Buy joined forces](#) once again, to help the U.S. Environmental Protection Agency celebrate the launch of its "Flip Your Fridge" ENERGY STAR® campaign on The Ellen DeGeneres Show.

A follow-up to a special Earth Day "Flip Your Fridge" debut on the Emmy® Award-winning daytime talk show, the May 27 episode gave viewers an inside look at a complete ENERGY STAR kitchen and laundry makeover, received by one lucky Ellen viewer, fully equipped with a suite of LG ENERGY STAR certified LG appliances, including a brand new energy-efficient LG refrigerator from Best Buy and installed by the Geek Squad.



Stay tuned for more "Flip Your Fridge" excitement — another lucky Ellen Show viewer will have one more opportunity to win an ENERGY STAR certified fridge and other appliances. As part of a social media contest, viewers can [nominate a deserving person](#) to win a brand new ENERGY STAR certified LG refrigerator,



LG Electronics @LGUS Follow

Our EcoHybrid dryer uses 50% less energy compared to conventional dryers. Watch for more @ENERGYSTAR dryers facts: bit.ly/1HfZvqt

YouTube



Ask the Expert - Clothes Dryers Have Earned the ENERGY STAR! Check out this video to get expert advice on saving energy with an ENERGY STAR certified clothes dryer! Qualifying dryers use 20 percent less energy than con...

LG promoted certified dryers in store, online, and in social media





ENERGY STAR Most Efficient 2015

- Continuing to target early adopters and high-end green consumers
- In 2015, more than 40 energy efficiency program sponsors serving **26 million residential customers** featured ENERGY STAR Most Efficient 2015.
- Introduced ENERGY STAR Most Efficient 2015 Dishwashers
 - 2 manufacturers, Viking and Blomberg, and 6 models

Product Category	Models	ENERGY STAR Partners
Clothes Washers	35	7
Dishwashers	6	2
Refrigerators-Freezers	17	6



ENERGY STAR Most Efficient

For more information about ENERGY STAR Most Efficient and ways to leverage this annual distinction, attend tomorrow's session **ENERGY STAR Most Efficient: Exploring the Potential with Independent Retailers.**

** ENERGY STAR Emerging Technology Award 2016

- Developing performance criteria for Low Global Warming Potential (GWP) Refrigerant Systems
- For additional information or to provide feedback, email emergingtech@energystar.gov





Launched ENERGY STAR Certified Dryer Promotions in 2015

- Major media outlets reporting on ENERGY STAR certified dryers including *Washington Post*, *Associated Press*, *Consumer Reports*, *Forbes* and *Money Pit*.
- Ask the Expert video on energystar.gov and ENERGY STAR YouTube channel
 - **More than 53,000 views** (views defined as watching 30 seconds or more of the video)
 - Reach on **Facebook - 248,000**
- Hosted July Webinar featuring details about partners' certified dryers promotions





2015 Flip Your Fridge

- National promotion to prompt early replacement and increase the sale of ENERGY STAR refrigerators, while encouraging proper recycling.
- More than 35 partners participated – thank you!
- ENERGY STAR featured on two episodes of The Ellen Show in partnership with Best Buy and LG
- 18 million+ impressions from online ads with AARP, The Nest, and Owner IQ
- Web page at energystar.gov/FlipYourFridge featuring participating partners, savings information, and link to rebates





2016 Opportunities with ENERGY STAR Appliances

- Promote early replacement with Flip Your Fridge 2016
- Washing laundry more efficiently – make it an ENERGY STAR certified clothes washer and dryer
- New specifications
 - Room AC version 4.0 goes into effect October 26, 2015
 - Dishwasher version 6.0 goes into effect January 29, 2016

Attend tomorrow's **Recipes for Success: Flip Your Fridge and Other Appliance Promotions** to hear more highlights from 2015 and plans for 2016.



Appliance Marketing and Training Resources

- New! ENERGY STAR Marketing Tools & Resources
 - www.energystar.gov/marketing_materials
- Updated Consumer Messaging Guide
- Sales Associate Training Presentations
 - Dryers
 - Clothes Washers
 - ENERGY STAR Most Efficient

U.S. Environmental Protection Agency
CONSUMER MESSAGING GUIDE FOR ENERGY STAR® CERTIFIED APPLIANCES

ENERGY STAR CERTIFIED CLOTHES DRYERS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR
 Clothes dryers that have earned the ENERGY STAR use approximately 20% less energy than standard models. The following information details performance requirements, technological features, savings assumptions and savings facts that can be used to promote the benefits of ENERGY STAR.

ENERGY STAR REQUIREMENTS	
PRODUCT TYPE	COMBINED ENERGY FACTOR (lb-to-kWh)
Vented Gas	3.68
Ventless or Vented Electric, Standard (4.4 cu-ft or greater capacity)	3.93
Ventless or Vented Electric, Compact (120V) (less than 4.4 cu-ft capacity)	3.80
Vented Electric, Compact (240V) (less than 4.4 cu-ft capacity)	3.45
Ventless Electric, Compact (240V) (less than 4.4 cu-ft capacity)	2.68
Cycle Time Requirement	
Maximum Test Cycle Time	80 Minutes

The latest ENERGY STAR specification became effective on January 1, 2015.

ENERGY SAVINGS
 If all clothes dryers sold in the United States were ENERGY STAR certified, the energy cost savings would grow to more than \$1.5 billion each year and 21 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 2 million vehicles.

- Over the lifetime of the product, an ENERGY STAR certified clothes dryer saves 1,500 kWh, more than 1 million BTUs of natural gas, and \$100 in energy bills.
- A full size electric ENERGY STAR certified clothes dryer saves 1,900 kWh of electricity and \$180 in energy bills over the lifetime of the product.
- A full size gas ENERGY STAR certified clothes dryer saves more than six million BTUs of natural gas and \$65 in energy bills over the next 12 years.

LEARN MORE AT energystar.gov
 August 2015



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