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

Unit shipment data 2008 – 2014; residential clothes washer, dishwasher, refrigerator, and freezer
State of the Appliance Market

- ENERGY STAR unit shipments increased across multiple product categories
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”

## ENERGY STAR Specification Key Criteria Updates

<table>
<thead>
<tr>
<th>Product</th>
<th>Current Version</th>
<th>Version in Development</th>
<th>Energy Use Requirements</th>
<th>Water Use Requirements</th>
<th>Connected Functionality</th>
<th>Other</th>
<th>Release Date</th>
<th>Effective Date</th>
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<tbody>
<tr>
<td>Clothes Washers</td>
<td>7.1</td>
<td>Comm CW Review</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>March 2014</td>
<td>March 2015</td>
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<tr>
<td>Clothes Dryers</td>
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<td>N/A</td>
<td>✓</td>
<td>Max Dry Time</td>
<td>May 2014</td>
<td>January 2015</td>
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<td>Room Air Conditioners</td>
<td>3.1/4.0</td>
<td>NA</td>
<td>✓</td>
<td>N/A</td>
<td>✓</td>
<td>Installation Requirements</td>
<td>Feb 2015</td>
<td>October 2015</td>
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<td>Refrigerators &amp; Freezers</td>
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<td>NA</td>
<td>✓</td>
<td>N/A</td>
<td>✓</td>
<td>Test Method to Validate Demand Response</td>
<td>May 2013</td>
<td>September 2014</td>
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<td>Residential Dishwashers</td>
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<td>NA</td>
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<td>✓</td>
<td>✓</td>
<td>Optional Cleaning Performance Reporting</td>
<td>April 2015</td>
<td>January 2016</td>
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</table>
Upcoming Reviews/Revisions

• Commercial Clothes Washers
  – Unchanged by V 7.0 ENERGY STAR revision.
    • 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

* Though the MEF metric is the same as current metric, it is based on the new test method.
2015 was a big year for ENERGY STAR Appliance Promotions
THANK YOU to all of our Partners!
Energy Efficiency Program Sponsor Appliance Promotions

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

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.
Independent Retail Groups Promoting ENERGY STAR Nationwide Marketing Group PrimeTime! event
ComEd promotes ENERGY STAR appliances on radio and TV.

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

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

In support of a new initiative to help families across the country save energy and money, LG Electronics U.S.A. 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 Greek 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.
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

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Models</th>
<th>ENERGY STAR Partners</th>
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<tbody>
<tr>
<td>Clothes Washers</td>
<td>35</td>
<td>7</td>
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<tr>
<td>Dishwashers</td>
<td>6</td>
<td>2</td>
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<tr>
<td>Refrigerators-Freezers</td>
<td>17</td>
<td>6</td>
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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
Key Contacts - Appliances

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