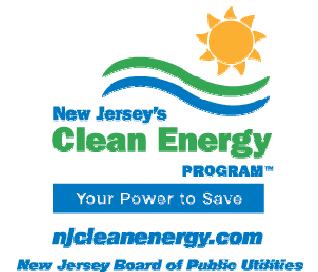


Super Efficient Dryer Initiative

ENERGY STAR Partner Meeting

October 7, 2010



What is SEDI?

Mission: Bring super high efficiency dryers in to the North American market

2010 Milestones

- 2010 funding from NJCEP (Electric focus)
- Develop a core stakeholder group of industry, EEPS and ENERGY STAR
- Research the market & technologies
- Develop a program plan and specification for super high efficiency dryers



SEDI Primary Goals

2010

**Industry, Efficiency Programs and
ENERGY STAR Collaboration**

2011

Product Development & Field Data

2012

**Pilots in N. American Market of Super
Efficient Clothes Dryers**

2013

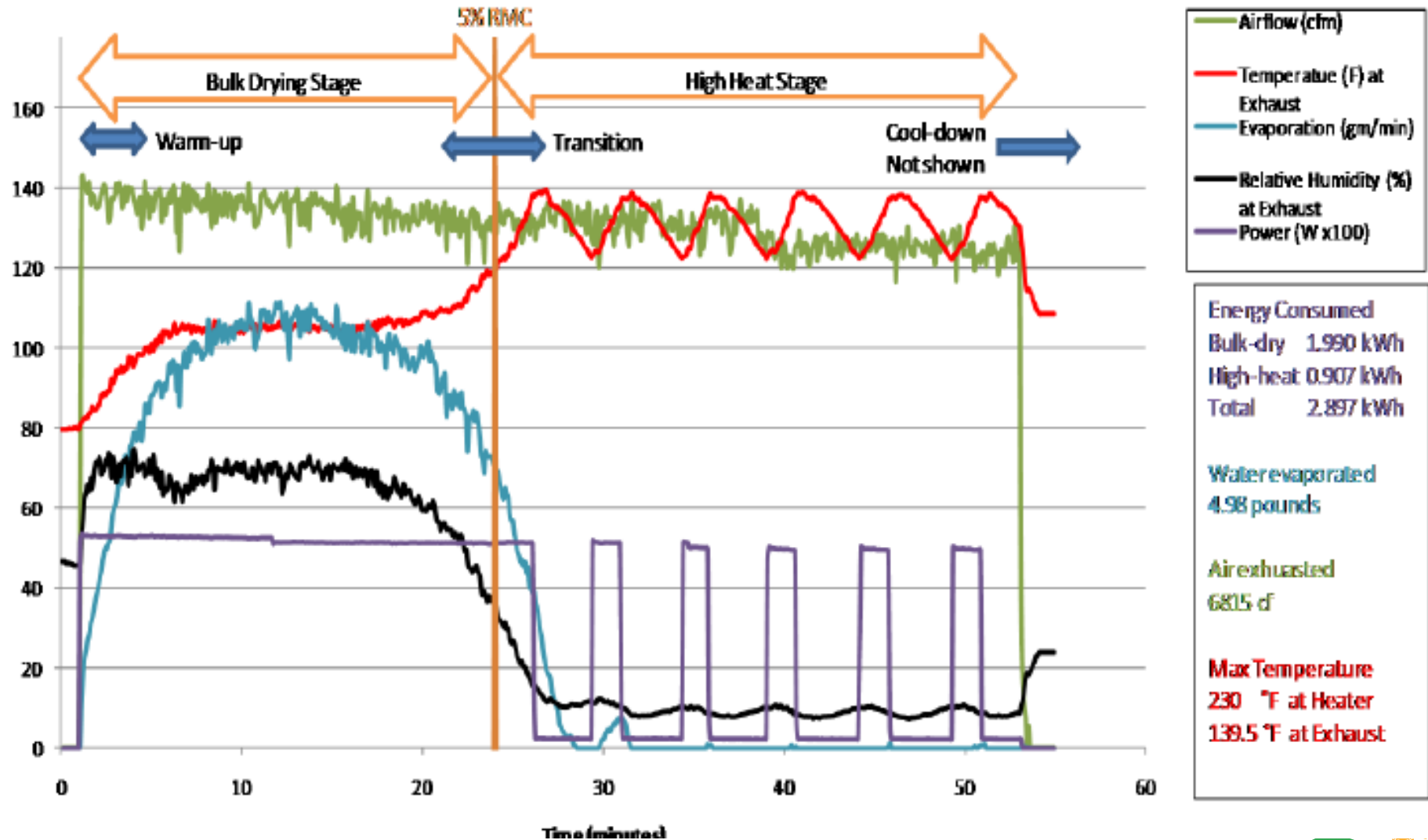
ENERGY STAR & Full Market Launch

2020

**50% Energy Reduction
in Clothes Dryer Usage**



Typical Drying Cycle



* NRDC/Ecos 2010 Evaluation of Clothes Dryer Savings Potential



Your Power to Save

njcleanenergy.com

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Current Market Clothes Dryer Savings

- ENERGY STAR clothes washers
 - Lower RMC = Reduced dryer usage
- Automatic Termination w/ moisture sensing
- Fuel switch (Site vs. Source Energy)
- Databases – ID Best in Class
 - **California Energy Commission**
<http://www.appliances.energy.ca.gov/>
 - **NRCan**
<http://oee.nrcan.gc.ca/residential/business/manufacturers/search/clothes-dryers-search.cfm>



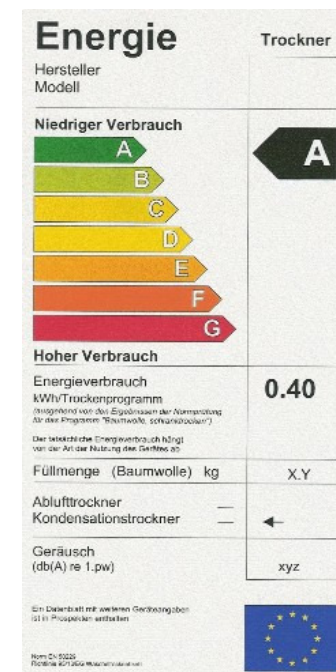
Clothes Dryer Potential

Table 1: North American Clothes Dryer Stock (2005)

Market Penetration	US	Canada	Both
Total households	111.1 mil	12.6 mil	123.7 mil
% electric	60.5%	81%	62.5%
Total with electric	67.2 mil	10.2 mil	77.4 mil
% natural gas or propane	18.3%	2.5%	16.7%
Total natural gas or propane	20.3 mil	318,000	20.6 mil
% without dryers	21.2%	16.7%	20.1%
Homes without dryers	23.6 mil	2.1 mil	25.7 mil



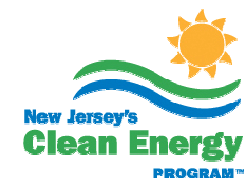
SEDI Clothes Dryer Savings



Model	Bosch WTS86513CH	Bosch WTW86561CH
Energy	3.36 kWh	1.35 kWh
Technology	Air condensor	Heat pump

> 50% Reduction in energy

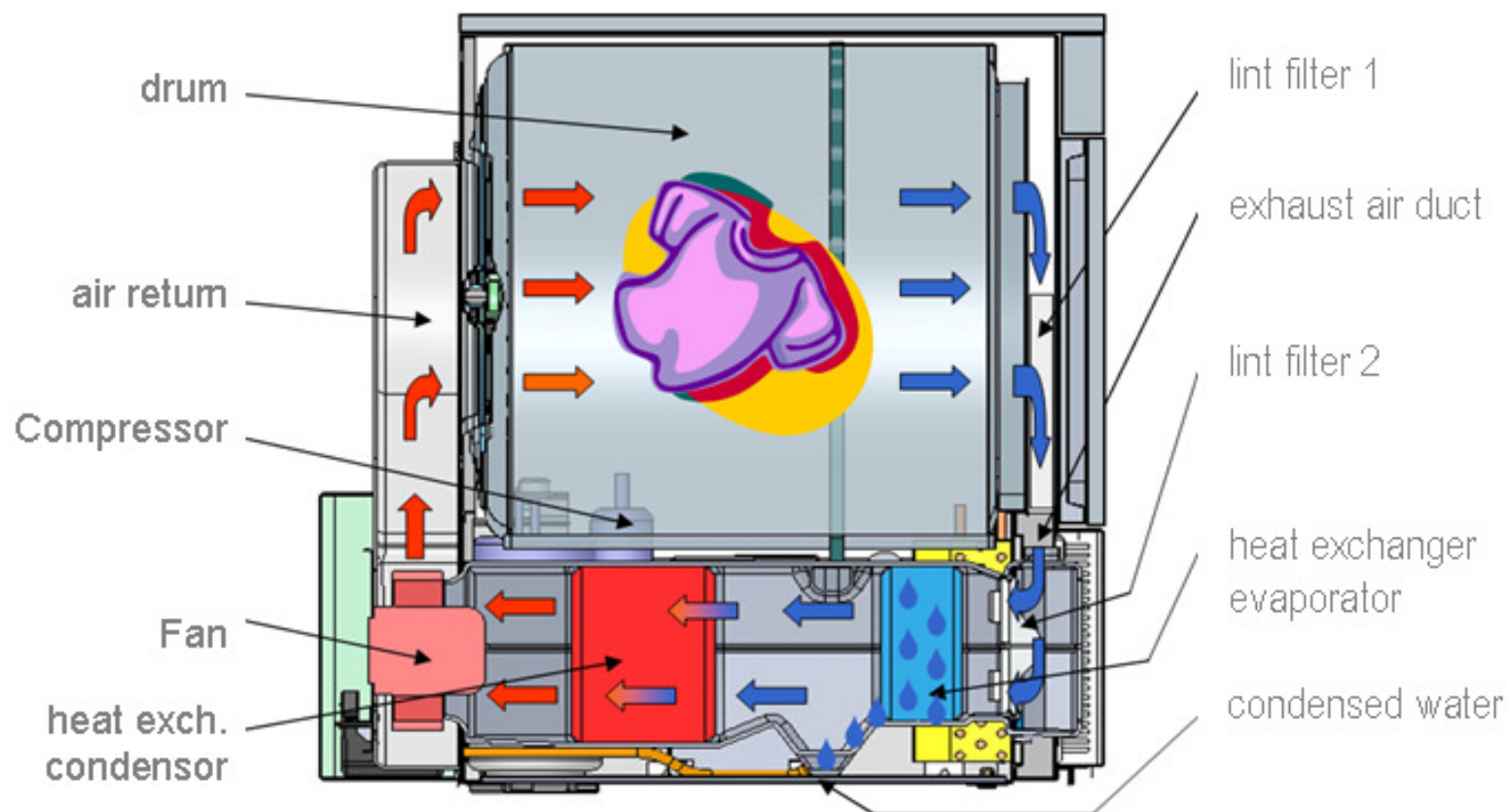
* Courtesy Eric Bush, TopTen International, Zurich



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SEDI Clothes Dryer Savings



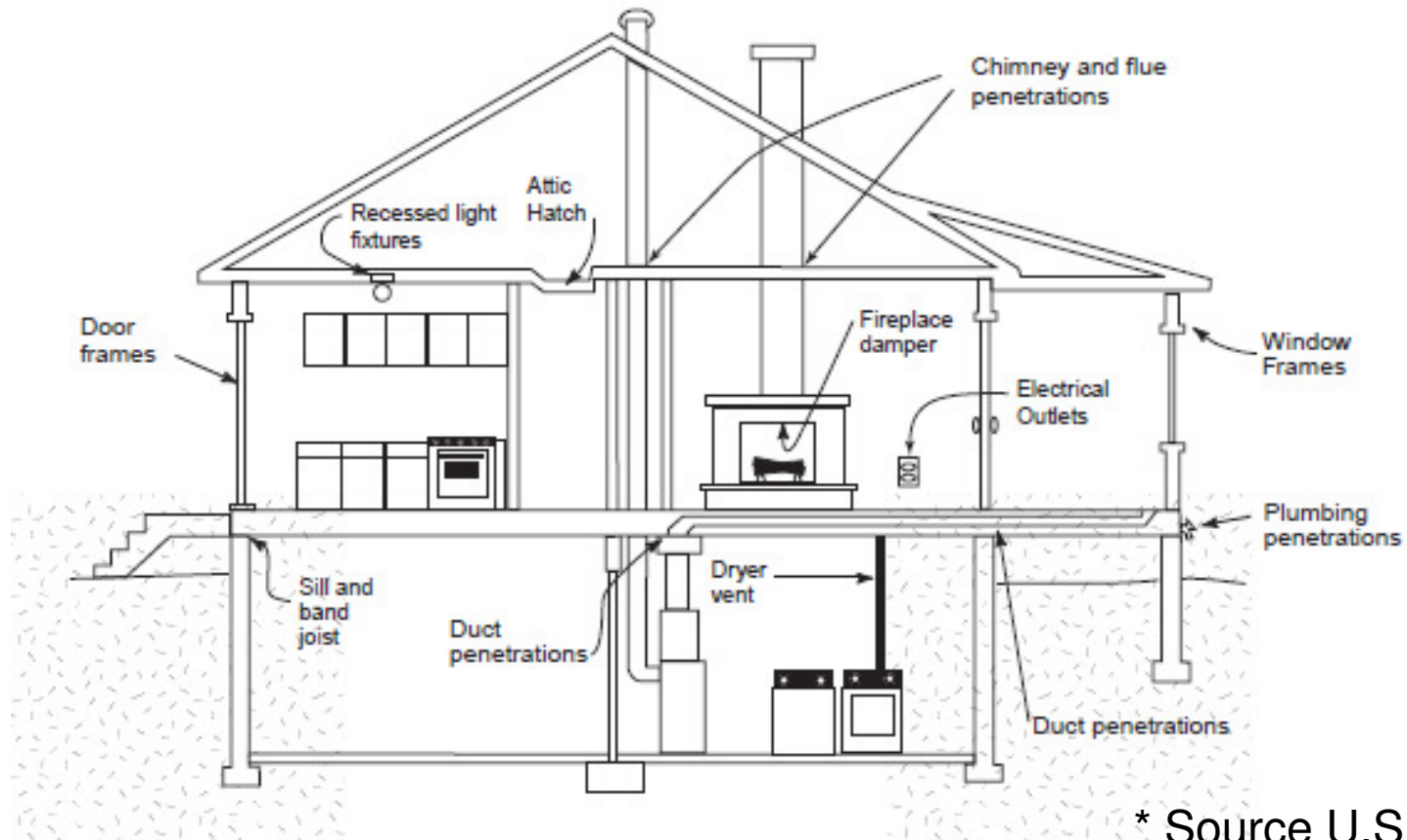
Picture source: Schulthess AG, Switzerland



60-80% Reduction in power with heat recovery



SEDI Clothes Dryer Savings



* Source U.S. EPA

Ventless drying = No HVAC impacts

Vented = 150 Air changes annually (2000 sqft)



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Is it Possible?

- > 20 “A” labeled super efficient dryers from multiple manufacturers available on EU market
- Rapidly increasing market share in EU
 - 25% in Switzerland / 100% by 2012
- Research documents 50% direct savings
- SNOPR on Clothes Dryer Test Procedure
 - Automatic Termination
 - Ventless Standard Dryer



Movement so far...

1. Research and Market Potential Report

- TopTen EU
- NRDC / Ecos Report (October 2010)
- SNOPR Dryer Test Procedure

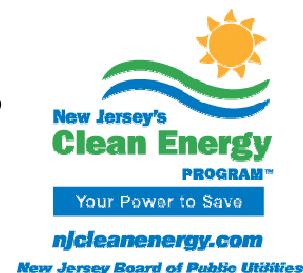
2. Draft tech spec and program design

3. Regional program provider meetings

- Vancouver (July 26)
- Chicago (July 30)
- Iselin, NJ (August 5)
- ACEEE Summer Study (August 16)

4. Manufacturer Meeting

- Core stakeholders and industry meeting this afternoon!



Next Steps

- Become a SEDI Core Stakeholder
 - Help shape the SEDI efficiency target and program design
 - Staff time only in 2010
 - Research and possibly pilot testing in 2011
- Plan for 2012-2013
 - Retail price incentives
 - Marketing
 - Bulk purchase



Contacts

SEDI Core Stakeholders

Michael Russom
Efficiency Vermont

Jeff Harris
Northwest Energy Efficiency Alliance

Kerry Hogan
NYSERDA

Kari Reid
BC Hydro

Jay Wrobel
Midwest Energy Efficiency Alliance

Pedro Cabrera
NJCEP

Kristen Taddonio
US EPA ENERGY STAR

SEDI Team

Chris Granda
Grasteu Associates
(802) 922 7005
granda@grasteu.com
www.grasteu.com

Chris Badger
Vermont Energy Investment Corp.
(802) 658 6060 x1065
cbagder@veic.org
www.veic.org

