



# ENERGY STAR Update on Appliances and Water Heaters

*2010 ENERGY STAR Partner Meeting  
Steve Ryan & Kristen Taddonio (US EPA)  
October 6, 2010*



Learn more at [energystar.gov](http://energystar.gov)

# Welcome!

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- Overview of Appliances & Water Heaters Tracks
- Year in Review
- Preview of Plans for the Year Ahead
- Tips for Making the Most of the Meeting

# Appliances: Year in Review

## 2009 Savings Figures – Cumulative Benefits\*



Product	Energy Savings	\$ Savings	CO <sub>2</sub> emissions avoided
Clothes Washers	3.0 TWh 11 trillion btu	\$464 million	2.7 million metric tons
Refrigerator-Freezers	2.5 TWh	\$281 million	1.7 million metric tons
Dishwashers	2.6 TWh 11 trillion btu	\$419 million	2.4 million metric tons
Room Air Conditioners	1.9 TWH	\$217 million	1.3 million metric tons

# Appliances: Year in Review

## 2009 Shipments\*



Product	ENERGY STAR Shipments
Clothes Washers	3.8 million
Refrigerator-Freezers	2.9 million
Dishwashers	3.6 million
Room Air Conditioners	2.1 million

- 2010 Expected to be Unprecedented Success
  - Appliance rebate program
  - Record participation in appliance promotions
  - Innovative product launches

# Appliances: Looking Forward



- New Challenges and Opportunities
  - Enhanced program integrity
  - Expanded ENERGY STAR program
  - New Partners and Roles
- Exciting Year Ahead! Appliance Program Will Be:
  - Promoting ENERGY STAR Campaign
  - Focusing on recycling
  - Leveraging new rebate and promotional opportunities
  - Scoping additional products
  - Differentiating top performers

# Appliances: Looking Forward



- New Products of Interest
  - Ranges
  - Dryers
- “The only thing that is constant is change...”
  - New negotiated efficiency standards
  - Revised test procedures
  - Scheduled changes in dishwasher, clothes washer categories for ENERGY STAR
  - Room air conditioners, refrigerators under review

# Appliances Track - Today



## Main Hall (Grand Ballroom)

11:00 am - 4:00 pm      Appliance Manufacturer Marketing Summits (by invitation)

## Special Programs (Directors Row H)

11:00 – 11:30 am      Recycling with RAD (Repeats at 2:00pm)  
1:00 – 1:30 pm      Marketing and Rebate Opportunities  
1:30 – 2:00 pm      Applying for Manufacturer Partner of the Year  
3:30 – 4:15 pm      Re-Cap of Rebate Success & New Opportunities  
4:30 – 5:00 pm      Appliances Testing and Verification

## Exhibit Hall

10:00 am – 5:30 pm      Open to attendees

## Evening Reception (Denver Center for the Performing Arts)

6:45 pm      Doors open

# Appliances Track - Tomorrow

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## Main Track (Directors Row H)

- |                  |   |
|------------------|---|
| 8:30 – 10:30 am  | ENERGY STAR Appliances & Specifications               |
| 11:00 – 11:30 am | Focus on Laundry: Residential Clothes Dryers          |
| 11:30 – 12:30 pm | On the Horizon: New Opportunities for Savings (Panel) |

## Exhibit Hall

- |                    |                   |
|--------------------|-------------------|
| 8:30 am – 12:30 pm | Open to attendees |
|--------------------|-------------------|

## Afternoon Sessions

- |                   |                       |
|-------------------|-----------------------|
| 1:30 am – 2:30 pm | Networking & Meetings |
|-------------------|-----------------------|

# Tips to Make the Most of the Meeting

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- Focus on Networking
- Divide and Conquer
- Ask for assistance! We're here for *you*.

# Water Heaters Overview

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- History
- 2009 Review
- Tier II Initial Trends
- Looking Forward
- Getting The Word Out

# History



April 1, 2008

US DOE Issues Final Program Requirements

January 1, 2009

ENERGY STAR Specification Takes Affect

September 30, 2009

Product Category Transferred To US EPA

September 1, 2010

Tier II Requirement For Gas Storage Water Heaters Takes Affect

# Natural Gas 2009 Results



Water Heater Type	2009 ENERGYSTAR Qualified Shipments (Est. Market Share %)
Natural Gas Water Heaters	
Gas Storage	650,238 (17%)
Gas Tankless	333,013 (88%)
Total	983,251 (24%)

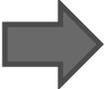
➔ **\$ 56 Million / Year Estimated Energy Savings**

Source: *Summary of Unit Shipment Data Collected for ENERGY STAR Water Heaters*, D&R International, May 28, 2010. Energy savings based on per unit savings values posted at [www.energystar.gov](http://www.energystar.gov).

# Electric 2009 Results



Water Heater Type	2009 ENERGYSTAR Qualified Shipments (Est. Market Share %)
Electric Water Heaters	
Heat Pump	14,734 (0.4%)

 **\$ 4 Million / Year Estimated Energy Savings**

Also: 6,896 solar thermal units shipped  
(many likely replacing electric tank water heaters)

Source: *Summary of Unit Shipment Data Collected for ENERGY STAR Water Heaters*, D&R International, May 28, 2010. Energy savings based on per unit savings values posted at [www.energystar.gov](http://www.energystar.gov).

# Tier II Initial Trends

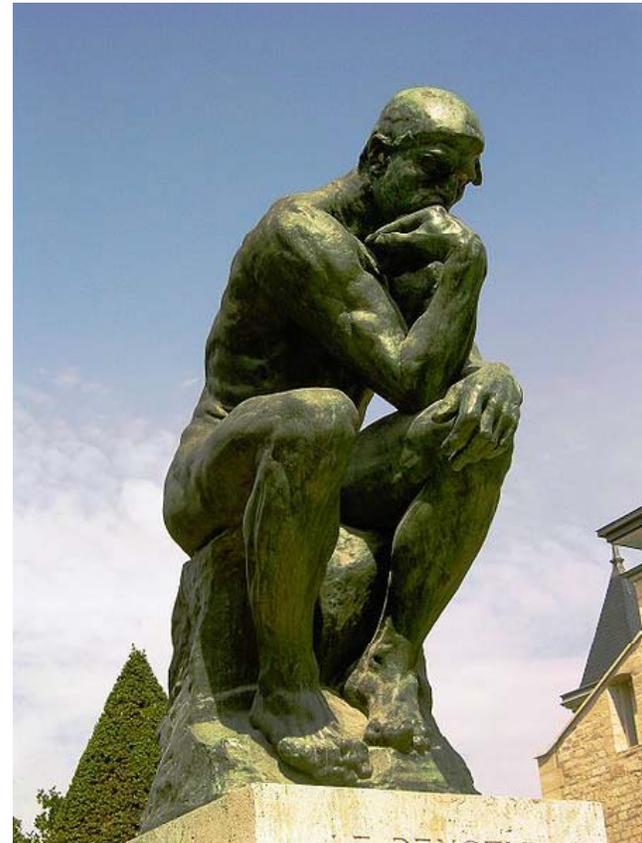


- Tier II requirement (0.67 EF) for gas storage models took affect September 1, 2010
- At the end of September:
  - 162 ENERGY STAR qualified models
  - 13 brands represented
  - 5 models meet AQMD NO<sub>x</sub> requirements

# Looking Forward



- Performance criteria and test procedures: will change be coming soon?
  - Water Heating Improvement Act of 2009 (new standards in 2015)
  - ASHRAE 118.2 Committee (Looking at Tech. neutrality)
- Gas condensing units available in 2010-11?
- Federal tax credits end December 31, 2010 – possible extension?



# Getting The Word Out – Coalition for ENERGY STAR Water Heaters



- Managed by The Consortium for ENERGY EFFICIENCY (CEE)
- Comprised of utilities, manufacturers, industry organizations, EPA
- Goal is to increase awareness and market share of ENERGY STAR/high efficiency water heaters
- Meets monthly to discuss strategy, activities, etc...
- Employs a variety of tactics including contractor/plumbing groups, consumer outreach, utility engagement, media outreach (print & radio), Internet marketing, collaboration with EPA on articles, trade shows, etc...

# Getting The Word Out – Planned Activities and Outreach



- Engage plumber/contractor groups
  - Attend key conferences and events
  - Integrate ES messaging into current trainings
  - Establish ES training (via web conference)
- Develop marketing tools based on stakeholder feedback to help plumbers and manufacturers sell more ES products
- Explore opportunities with utilities & retailers
- Media outreach to trade and consumer publications
- Collaborate with Coalition for ENERGY STAR water heaters
- Other TBD based on feedback from meeting
  - How can we be most effective in moving the market?

# Getting The Word Out



- Observation: for a consumer, choosing the ENERGY STAR qualified water heater that's right for them can be a challenge
  - Some types of water heaters may not be technically feasible at their home
  - Some types of water heaters can cost twice as much as alternatives
  - Comparing the options in terms of relative cost / benefit can be complicated
  - Finding a plumber that sells and installs ENERGY STAR qualified products can be difficult
- How do we address these challenges? What can ENERGY STAR do?
- Two sessions today
  - 1) Connecting the Dots: Supply Chain Integration ( 2:00 – 3:00 PM)
  - 2) Consumer is Key: Increasing Awareness (3:30 – 4:30 PM)

# Other Thoughts on Meeting



- Two appliance sessions that also apply to water heaters
  - Appliances: Marketing and Rebate Opportunities (1:00 – 1:30)
  - Appliances: Applying for Partner of the Year (1:30 – 2pm)
- Attend Campaign and Communication sessions during down time
  - Great information on co-branding, marketing, and ENERGY STAR Campaigns that you can leverage
  - IT session Low Carbon IT Campaign on how to save money in your organization
- Two afternoon sessions today
- Marketing Summits tomorrow for those who signed up