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**EFFECTIVE DATE CHANGE FOR REFRIGERATOR-  
FREEZER ENERGY STAR PROGRAM**

**MAY 21, 2013**

# CONSUMER CONFUSION BETWEEN MAR 1 AND SEPT 15: BOTTOM MOUNT R/F EXAMPLE

**Model A**  
Prior Energy Star Model

**Model B (redesigned Model A)**  
Meets 2001 DOE standard

**Model C**  
2014 ENERGY STAR-qualified

U.S. Government Federal law prohibits removal of this label before consumer purchase.

# ENERGYGUIDE

- Bottom-Mount Freezer
- Automatic Defrost
- Bottom-Mounted Freezer
- With Through-The-Door Ice Service

XYZ Corporation  
Model: 12345-G  
Capacity: 25 Cubic Feet

**Estimated Yearly Operating Cost**

**\$61**

Cost Range of Similar Models

**572 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, bottom-mounted freezer, and with through-the-door ice
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.ftc.gov/splpliance](http://www.ftc.gov/splpliance). (PIN W10542834 Rev. A)

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# ENERGYGUIDE

- Bottom-Mount Freezer
- Automatic Defrost
- Bottom-Mounted Freezer
- With Through-The-Door Ice Service

XYZ Corporation  
Model: 12345-G  
Capacity: 25 Cubic Feet

**Estimated Yearly Operating Cost**

**\$72**

Cost Range of Similar Models

**676 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, bottom-mounted freezer, and with through-the-door ice
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.ftc.gov/splpliance](http://www.ftc.gov/splpliance). (PIN W10542834 Rev. A)

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# ENERGYGUIDE

- Bottom-Mount Freezer
- Automatic Defrost
- Bottom-Mounted Freezer
- With Through-The-Door Ice Service

XYZ Corporation  
Model: 12345-G  
Capacity: 24 Cubic Feet

**Estimated Yearly Energy Cost**

**\$80**

Cost Range Not Available

**670 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, bottom-mounted freezer, and with through-the-door ice service.
- Estimated energy cost based on national average electricity cost of 12 cents per kWh.

Compare to other labels with yellow numbers. Appliances that have labels with black numbers were tested differently to estimate cost and electricity used.

**ENERGY STAR**

**Product Price: \$\$\$**  
**Capacity: 25 Cubic Feet**

**Product Price: \$\$**  
**Capacity: 25 Cubic Feet**

**Product Price: \$\$\$\$**  
**Capacity: 24 Cubic Feet**

Model C actually uses 13% less energy than Model A, and 26% less than model B.

# CONSUMER CONFUSION BETWEEN MAR 1 AND SEPT 15 : TOP MOUNT R/F EXAMPLE

**Model A**  
Prior Energy Star Model

**Model B (redesigned Model A)**  
Meets 2001 DOE standard

**Model C**  
2014 ENERGY STAR-qualified

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## ENERGYGUIDE

Refrigerator-Freezer  
Automatic Defrost  
Top-Mounted Freezer  
Without Through-The-Door Ice Service

XYZ Corporation  
Model: 12345678  
Capacity: 25 Cubic Feet

**Estimated Yearly Operating Cost**

**\$48**

Cost Range of Similar Models

**452 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, top-mounted freezer and without through-the-door ice
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.eia.gov/energyfacts](http://www.eia.gov/energyfacts). (PN: W10542334 Four A)

U.S. Government Federal law prohibits removal of this label before consumer purchase.

## ENERGYGUIDE

Refrigerator-Freezer  
Automatic Defrost  
Top-Mounted Freezer  
Without Through-The-Door Ice Service

XYZ Corporation  
Model: 12345678  
Capacity: 25 Cubic Feet

**Estimated Yearly Operating Cost**

**\$62**

Cost Range of Similar Models

**565 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, top-mounted freezer and without through-the-door ice
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.eia.gov/energyfacts](http://www.eia.gov/energyfacts). (PN: W10542334 Four A)

U.S. Government Federal law prohibits removal of this label before consumer purchase.

## ENERGYGUIDE

Refrigerator-Freezer  
Automatic Defrost  
Top-Mounted Freezer  
Without Through-The-Door Ice Service

XYZ Corporation  
Model: 12345678  
Capacity: 25 Cubic Feet

**Compare to other labels with yellow numbers.**  
Appliances that have labels with black numbers were tested differently to estimate cost and electricity used.

**Estimated Yearly Energy Cost**

**\$62**

Cost Range Not Available

**515 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, top-mounted freezer, and without through-the-door ice service.
- Estimated energy cost based on national average electricity cost of 12 cents per kWh.



**Product Price: \$\$\$**  
**Capacity: 25 Cubic Feet**

**Product Price: \$\$**  
**Capacity: 25 Cubic Feet**

**Product Price: \$\$\$**  
**Capacity: 25 Cubic Feet**

Model C actually uses 15% less energy than Model A, and 32% less than model B.

# CONSUMER CONFUSION BETWEEN MAR 1 AND SEPT 15 : SIDE MOUNT R/F EXAMPLE

**Model A**  
Prior Energy Star Model

U.S. Government Federal law prohibits removal of the label before consumer purchase.

## ENERGYGUIDE

Refrigerator-Freezer  
Automatic Defrost  
Side-Mounted Freezer  
With Through-The-Door Ice Service

XYZ Corporation  
Model: 12345-01  
Capacity: 25 Cubic Feet

**Estimated Yearly Operating Cost**

**\$60**

Cost Range of Similar Models

**560 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and with through-the-door ice.
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.eia.gov/appliance](http://www.eia.gov/appliance). (P/N 11/10/05-2834 Rev. A)

**Product Price: \$\$\$**  
**Capacity: 25 Cubic Feet**

**Model B (redesigned Model A)**  
Meets 2001 DOE standard

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## ENERGYGUIDE

Refrigerator-Freezer  
Automatic Defrost  
Side-Mounted Freezer  
With Through-The-Door Ice Service

XYZ Corporation  
Model: 12345-01  
Capacity: 25 Cubic Feet

**Estimated Yearly Operating Cost**

**\$75**

Cost Range of Similar Models

**700 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and with through-the-door ice.
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.eia.gov/appliance](http://www.eia.gov/appliance). (P/N 11/10/05-2834 Rev. A)

**Product Price: \$\$**  
**Capacity: 25 Cubic Feet**

**Model C**  
2014 ENERGY STAR-qualified

U.S. Government Federal law prohibits removal of the label before consumer purchase.

## ENERGYGUIDE

Refrigerator-Freezer  
Automatic Defrost  
Side-Mounted Freezer  
With Through-The-Door Ice Service

XYZ Corporation  
Model: 12345-01  
Capacity: 24 Cubic Feet

**Estimated Yearly Energy Cost**

**\$73**

Cost Range Not Available

**612 kWh**  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and with through-the-door ice service.
- Estimated energy cost based on national average electricity cost of 12 cents per kWh.

**Compare to other labels with yellow numbers.**  
Appliances that have labels with black numbers were tested differently to estimate cost and electricity used.

**ENERGY STAR**

**Product Price: \$\$\$\$**  
**Capacity: 24 Cubic Feet**

**Model C actually uses 17% less energy than Model A, and 34% less than model B.**

# NET ENERGY IMPACT OF MARCH EFFECTIVE DATE

Pre-March 1      March 1      Post-March 1

**Example #1**

**No Change**

**No Energy Savings due to March Effective Date (5% Already Meets New Level)**

**Example #2**

**Consumer Confusion & Redesign**

**Energy Increase due to March Effective Date**

**Example #3**

**Add 2014 Estar Product, 10-15% Improvement**

**Energy Savings due to March Effective Date, because of New Launch.**

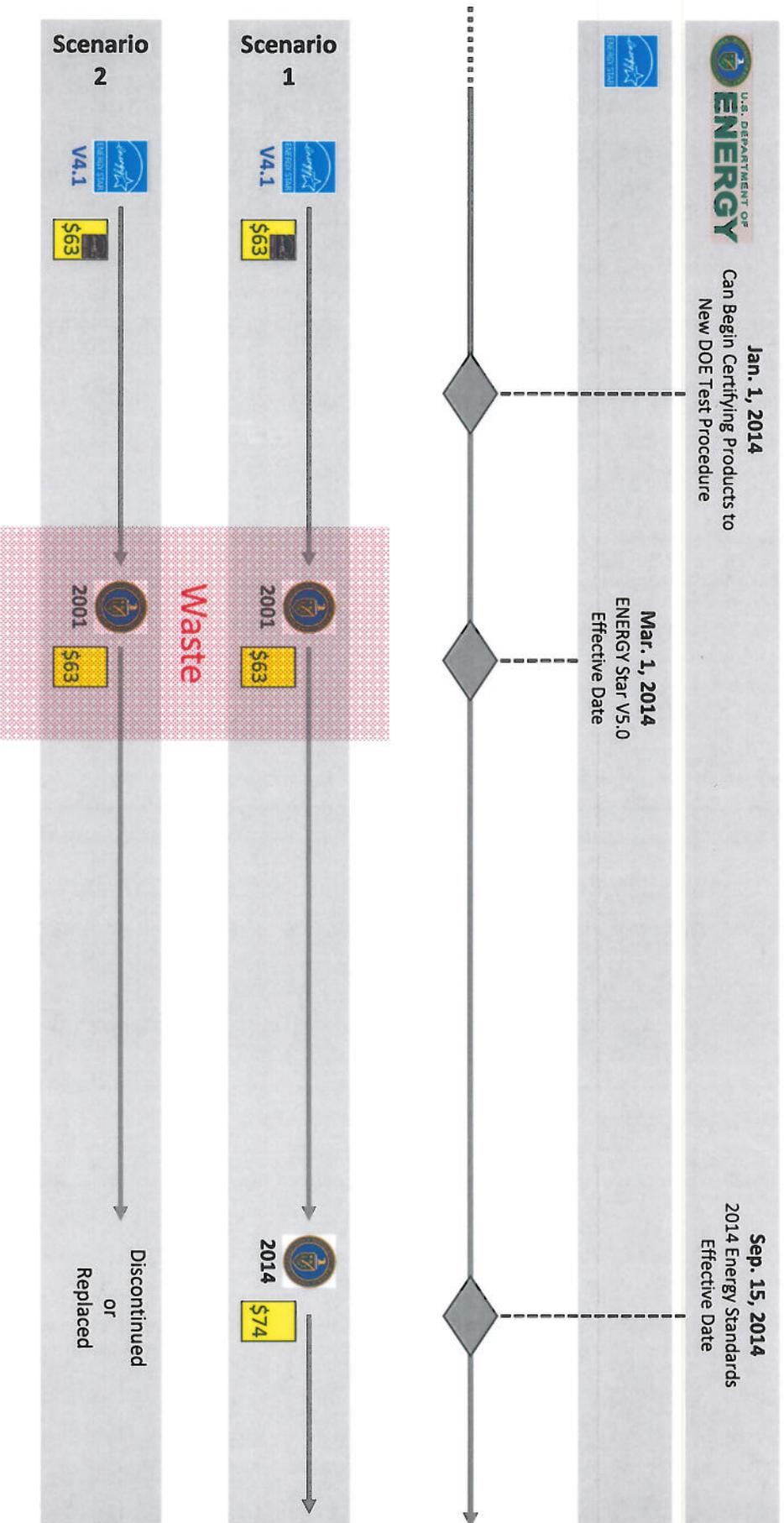
**Net Energy Consumption Likely to Increase**

## NET ENERGY IMPACT CALCULATION

<p>[# of annual shipments between ES and ES2014 to achieve penetration level during the first year] / [4, avg of 6 month period]</p> <p>* [Energy difference between current and ES2014] + [annual energy * 14.5 years, for 15 year life]</p>	<p>Energy Saving – Lifetime (kwh)</p>
5% ENERGY STAR Penetration in March	0
15% ENERGY STAR Penetration in March	367M
25% ENERGY STAR Penetration in March	976M
<p>[# of annual shipments between ES and ES2014] / [2 for 6 month period] * [40%, models that will be discontinued] * [Energy difference between current and federal minimum] * [30, # of 6 month periods for 15 year life]</p>	<p>Energy Gain – Lifetime (kwh)*</p>
50% Redesigned	1,600M
25% Redesigned	804M
10% Redesigned	322M

\* Does not include any energy gains from consumer confusion

# MANUFACTURER AND TRADE BURDEN



Waste for Manufacturers and Trade at Least \$7M

# SCENARIO 1 WASTE SPECIFICS



Current

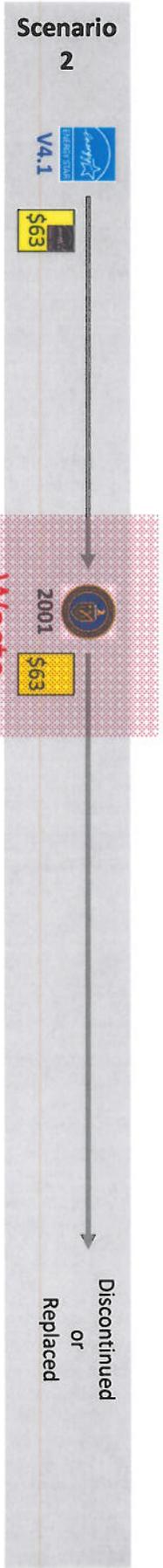
- Activities with red text are WASTE**
- Update Internal Systems (SAP).
  - Update Estar Listing.
  - Facilitate trade transition.
  - Transition Manufacturing Materials.
  - Create New Energy Tag.
  - Create New POP Materials
  - Update User Manual, Serial Tag, Product Documentation.
  - Update Store Website
  - Update Systems.
  - Change brochures, catalog of products.
  - Change POP Materials on Floor
  - Change Floor Pricing Tag
  - Perform Energy Test
  - Create and Submit Certification Documentation
  - Update Internal Systems (SAP).
  - Facilitate trade transition.
  - Transition Manufacturing Materials.
  - Create New Energy Tag.
  - Update Store Website
  - Update Systems.
  - Change POP Materials on Floor
  - Change Floor Energy Tags



Proposed

- Perform Energy Test
- Create and Submit Certification Documentation
- Update Internal Systems (SAP).
- Update Estar Listing.
- Facilitate trade transition.
- Transition Manufacturing Materials.
- Create New Energy Tag.
- Create New POP Materials
- Update User Manual, Serial Tag, Product Documentation.
- Update Store Website
- Update Systems.
- Change brochures, catalog of products.
- Change POP Materials on Floor
- Change Floor Pricing Tag
- Change Floor Energy Tags

# SCENARIO 2 WASTE SPECIFICS

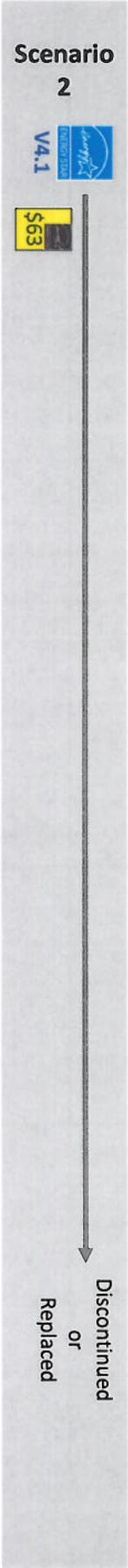


**Current**

*Activities with red text are WASTE*

- Facilitate trade transition.
- Transition Manufacturing Materials.
- Create New Energy Tag.
- Create New POP Materials
- Update User Manual, Serial Tag, Product Documentation.
- Update Store Website
- Update Systems.
- Change brochures, catalog of products.
- Change POP Materials on Floor (i.e. "most-efficient" claim)
- Change Floor Pricing Tag

- Update Internal Systems (SAP).
- Update Store Website
- Update Systems.
- Remove Floor Model



**Proposed**

- Update Internal Systems (SAP).
- Update Estar Listing.
- Update Store Website
- Update Systems.
- Remove Floor Model

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## SUMMARY – REAL IMPACT OF MARCH EFFECTIVE DATE

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Significant Consumer/Label Confusion in Retail and Potential Damage to ENERGY STAR Brand

Net Increase in Energy Consumption Possible on the Grid

Net Increase in Average Energy Costs Possible for Consumers

Multi-Million Dollar Increase in Burden to Manufacturers and Retail Overwhelm Any Consumer/Energy Efficiency Benefit