ENERGY STAR®

Flip Your Fridge Marketing & Materials Toolkit

ENERGY STAR Flip Your Fridge

Marketing Materials Partner Toolkit

Welcome to the ENERGY STAR Flip Your Fridge partner toolkit! The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.

ENERGY STAR Marks & Identifiers

Including the ENERGY STAR mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.

Partners should always use the certification mark when referencing ENERGY STAR certified refrigerators. Partners can also use these “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified refrigerators.

ENERGY STAR SAVE ENERGY SAVE MONEY Protect the Planet

Download Benefits Identifier >

ENERGY STAR FLIP YOUR FRIDGE Cool for You & the Planet

Download Text Identifier >

ENERGY STAR Marks & Identifiers

ENERGY STAR also offers several options with the Flip Your Fridge icon, both with and without the "Cool for You. Cool for the Planet." tagline. The Recycle and Save version is intended for partners promoting recycling of old secondary refrigerators.

FLIP YOUR FRIDGE
REPLACE AND RECYCLE
ENERGY STAR

FLIP YOUR FRIDGE
REPLACE AND RECYCLE
ENERGY STAR
Cool for You. Cool for the Planet.

ENERGY STAR
FLIP YOUR FRIDGE
RECYCLE AND SAVE

Download Marks & Identifiers >

Flip Your Fridge Social Media

- Social media materials include messaging and imagery that you can use as-is or customize as needed.
- **Sample social media posts** are included on the following slides.
- When drafting your post, be sure to tag ENERGY STAR
  - Twitter: @ENERGYSTAR
  - Facebook: Begin typing "@ENERGY STAR" and choose ENERGY STAR from the dropdown list; be sure to make the post public

Download Social Graphics >

Flip Your Fridge Social Media

Sample Post Text
What’s easier: asking your kid to eat vegetables or replacing your old fridge? Flip Your Fridge to an @ENERGYSTAR certified refrigerator and save about $260 on energy bills! 👍 https://www.energystar.gov/productfinder/product/certified-residential-refrigerators/results
It’s time to Flip Your Fridge! Replace your old fridge with an @ENERGYSTAR certified refrigerator and you could save about $260 on energy bills! 👍 https://www.energystar.gov/productfinder/product/certified-residential-refrigerators/results
It's time to #FlipYourFridge! This spring, replace your old refrigerator with a new @ENERGYSTAR certified model to save energy, save money, and help protect the planet! energystar.gov/flipyourfridge
Flip to big savings with an @ENERGYSTAR certified refrigerator. Save about $260 over the lifetime of the product, plus even more with a rebate! #FlipYourFridge https://www.energystar.gov/productfinder/product/certified-residential-refrigerators/results
Is your refrigerator old enough to drive? If so, you could #FlipYourFridge to an @ENERGYSTAR certified model to start using 35% less energy! Find the model that's right for you, plus rebates. energystar.gov/flipyourfridge
Your refrigerator may be seriously uncool. Check out what our experts say are the Top 4 Reasons to Flip Your Fridge. #FlipYourFridge. https://www.energystar.gov/products/ask-the-expert/flip-your-fridge-with-energy-star
There are an estimated 190 million refrigerators and freezers currently in use in the United States. If yours is over 15 years old, it might be time to #FlipYourFridge to an @ENERGYSTAR certified model to save money and energy! energystar.gov/flipyourfridge
It’s what’s on the inside that counts. With an @ENERGYSTAR certified fridge, you’ll get the latest designs and features, plus you’ll be saving energy and money, which is what really matters. #FlipYourFridge https://www.energystar.gov/productfinder/product/certified-residential-refrigerators/results
Refrigerator models that have earned the @ENERGYSTAR offer value because they save you money on your energy bills. Use our Product Finder to find the refrigerator that fits your budget. https://www.energystar.gov/productfinder/product/certified-residential-refrigerators/results
If you decide to #FlipYourFridge, make sure to properly recycle your old one, preventing refrigerants from harming the environment and ensuring metals, plastics, and glass are recycled. Here's four ways to recycle your old fridge. https://www.energystar.gov/products/recycle/find_fridge_freezer_recycling_program

Flip Your Fridge Social Media

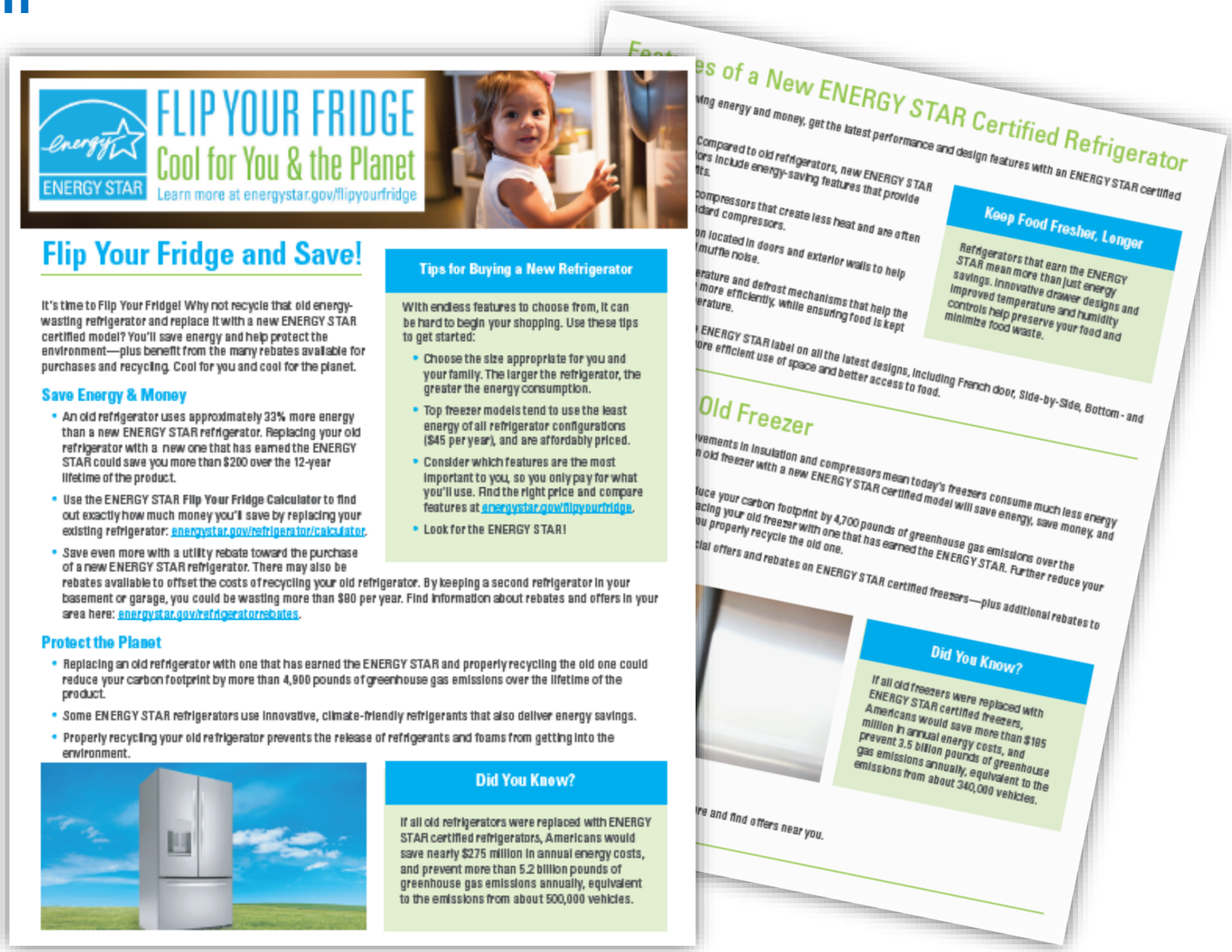
Link to Social Media Graphics

Flip Your Fridge Fact Sheet - English

Use the Flip Your Fridge Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified refrigerators.

The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Download English Factsheet >



ENERGY STAR

FLIP YOUR FRIDGE

Cool for You & the Planet

Learn more at energystar.gov/flipyourfridge

Flip Your Fridge and Save!

It's time to Flip Your Fridge! Why not recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and help protect the environment—plus benefit from the many rebates available for purchases and recycling. Cool for you and cool for the planet.

Save Energy & Money

- An old refrigerator uses approximately 33% more energy than a new ENERGY STAR refrigerator. Replacing your old refrigerator with a new one that has earned the ENERGY STAR could save you more than $200 over the 12-year lifetime of the product.
- Use the ENERGY STAR **Flip Your Fridge Calculator** to find out exactly how much money you'll save by replacing your existing refrigerator: energystar.gov/refrigerator/calculator.
- Save even more with a utility rebate toward the purchase of a new ENERGY STAR refrigerator. There may also be rebates available to offset the costs of recycling your old refrigerator. By keeping a second refrigerator in your basement or garage, you could be wasting more than $80 per year. Find information about rebates and offers in your area here: energystar.gov/refrigeratorrebates.

Tips for Buying a New Refrigerator

With endless features to choose from, it can be hard to begin your shopping. Use these tips to get started:

- Choose the size appropriate for you and your family. The larger the refrigerator, the greater the energy consumption.
- Top freezer models tend to use the least energy of all refrigerator configurations ($45 per year), and are affordably priced.
- Consider which features are the most important to you, so you only pay for what you'll use. Find the right price and compare features at energystar.gov/flipyourfridge.
- Look for the ENERGY STAR!

Protect the Planet

- Replacing an old refrigerator with one that has earned the ENERGY STAR and properly recycling the old one could reduce your carbon footprint by more than 4,900 pounds of greenhouse gas emissions over the lifetime of the product.
- Some ENERGY STAR refrigerators use innovative, climate-friendly refrigerants that also deliver energy savings.
- Properly recycling your old refrigerator prevents the release of refrigerants and foams from getting into the environment.

Did You Know?

If all old refrigerators were replaced with ENERGY STAR certified refrigerators, Americans would save nearly $275 million in annual energy costs, and prevent more than 5.2 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from about 500,000 vehicles.

es of a New ENERGY STAR Certified Refrigerator

Keep Food Fresher, Longer

Refrigerators that earn the ENERGY STAR mean more than just energy savings. Innovative drawer designs and improved temperature and humidity controls help preserve your food and minimize food waste.

Old Freezer

Did You Know?

If all old freezers were replaced with ENERGY STAR certified freezers, Americans would save more than $185 million in annual energy costs, and prevent 3.5 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from about 340,000 vehicles.

EPA

Flip Your Fridge Fact Sheet - Spanish

The Flip Your Fridge fact sheet is also available in Spanish.

The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Download Spanish Factsheet >

CAMBIE SU NEVERA

Bueno para usted y el ambiente

Para más información, visite energystar.gov/refrigerador

Cambie su nevera, ¡es bueno para su cartera!

¡Es hora de cambiar su nevera por una mejor para su cartera! Si aún tiene una nevera vieja con un alto consumo de energía, ¿por qué no reemplazarla por un modelo nuevo con la certificación de ENERGY STAR? Así podrá ahorrar energía y proteger el medio ambiente, además de obtener uno de los muchos reembolsos disponibles por la compra de una nevera nueva y el reciclaje de su nevera vieja. Es bueno para usted, ¡y bueno para el ambiente!

Ahorre energía y dinero

- Una nevera vieja puedaría utiliza treinta y tres por ciento mas energía que una nevera nueva con la certificación de ENERGY STAR. Al reemplazar su modelo viejo por uno nuevo con la certificación de ENERGY STAR, podrá ahorrar más de $200 durante los 12 años de la vida útil del producto.
- Utilice la calculadora de ahorros de ENERGY STAR para descubrir exactamente cuánto dinero ahorrará al reemplazar su nevera: energystar.gov/refrigerator/calculator (sitio web en inglés).
- Ahorre aún más aplicando el reembolso que le puede otorgar su proveedor de servicios públicos hacia la compra de su nueva nevera ENERGY STAR. También puede haber reembolsos disponibles para reducir el costo de reciclar su nevera vieja. Al mantener una segunda nevera en su sótano o garaje, podría estar desperdiciando mas que $80 al año. Encuentre información sobre reembolsos y ofertas en su área aquí: energystar.gov/refrigeratorrebates (sitio web en inglés).

Consejos al comprar una nevera nueva

Con un sinnúmero de características para elegir, escoger una nevera nueva puede resultar difícil. Le ofrecemos estos consejos para comenzar:

- Elija el tamaño adecuado para usted y su familia. Cuanto más grande sea la nevera, mayor será su consumo de energía.
- Los modelos con congelador encima de la nevera suelen consumir menos energía (menos que $45 al año) y tienen un precio económico.
- Evalúe cuáles son las características más importantes para usted, y así pagará por las características que realmente utilizará. Encuentre el precio adecuado para usted y compare las características en nuestro sitio web energystar.gov/flipyourfridge (sitio web en inglés).
- ¡Busque la certificación de ENERGY STAR!

Proteja el ambiente

- Al reemplazar una nevera vieja por una que ha obtenido la certificación de ENERGY STAR, reducir su huella de carbono por mas que 4,900 libras de gases de efecto de invernadero durante la vida útil de este producto.
- Algunas neveras ENERGY STAR utilizan refrigerantes innovadores que reducen el impacto del cambio climático y que también representan un ahorro de energía.
- Reciclar su nevera vieja correctamente previene la emisión de refrigerantes y espumas al medio ambiente.

¿Sabía qué…?

Si todos los refrigeradores de más de 15 años fueran reemplazados por refrigeradores con la certificación de ENERGY STAR, se ahorrarían $275 millones de dólares en costos de energía y se evitaría la emisión de más de 5,200 millones de libras de gases de efecto invernadero anualmente en Estados Unidos (equivalentes a las emisiones de aproximadamente 500,000 vehículos).

Características de una nevera nueva con la certificación de ENERGY STAR

Mantenga sus alimentos más frescos por más tiempo

Las neveras que obtienen la certificación de ENERGY STAR le ahorran energía y mucho más. Los diseños innovadores de los cajones y los controles de temperatura y humedad mejorados ayudan a preservar sus alimentos y a minimizar el desperdicio de alimentos.

¿Sabía qué…?

Si todos los congeladores de más de 15 años fueran reemplazados por congeladores con la certificación de ENERGY STAR, se ahorrarían $185 millones en costos de energía y se evitaría la emisión de 3.5 millardos de libras de gases de efecto invernadero anualmente en Estados Unidos (equivalente a las emisiones de 340,000 vehículos).

Flip Your Fridge Video

Got an old fridge? Get rid of that old energy wasting refrigerator and replace it with a new ENERGY STAR certified model. Use this fun video to engage your customers and educate about the benefits of asking for ENERGY STAR certified refrigerators.

Share the video on social media or embed it on your website!

View Flip Your Fridge Video >

Flip Your Fridge Image Library

Below are a number of images that EPA ENERGY STAR is leveraging as part of the Flip Your Fridge promotion. You can use the images as provided in materials or social media graphics. If you'd like to purchase the images for your own use and customization, see the image library with direct links to the stock photos.

View Image Library >

Partner Engagement Examples: Messaging & Social Media

CES, Inc.
@CESInc1

Read "Now's the Time to Flip Your Fridge and Save!" and get rid of that old energy wasting #refrigerator today! Find out how at: buff.ly/2xUKShO

For more energy solutions, visit us online at: buff.ly/2k4DJ26

#CES #Energy #EnergyEfficiency #KnowledgeIsPower

1:00 PM · Aug 14, 2019 · Buffer

Appalachian Power
@AppalachianPowe

Flip Your Fridge this Earth Day! Replace your old fridge with an @ENERGYSTAR certified model to save energy and money—it's cool for you and the planet! Visit energystar.gov/flipyourfridge for more info.

pr 15, 2019 · Sprinklr Publishing

ppl
April 10

Got an old fridge? We'll haul it off for free and give you $35 that you could use toward the purchase of a new, more efficient ENERGY STAR certified model.

Learn more: http://ow.ly/Vm6b50p0pm4. #EnergyEfficiency #FlipYourFridge

OUTHERN MINNESOTA
UNICIPAL POWER AGENCY

April 20, 2018

SMMPA and its Members Partner With ENERGY STAR's Flip Your Fridge Campaign

Now's the Time to Flip Your Fridge and Save! Recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR® certified model. You'll save energy and you can save even more with a utility rebate!

SMMPA member utilities offer rebates of $25 on the purchase of new ENERGY STAR Refrigerators, plus an additional rebate to pay for recycling your old working refrigerator.

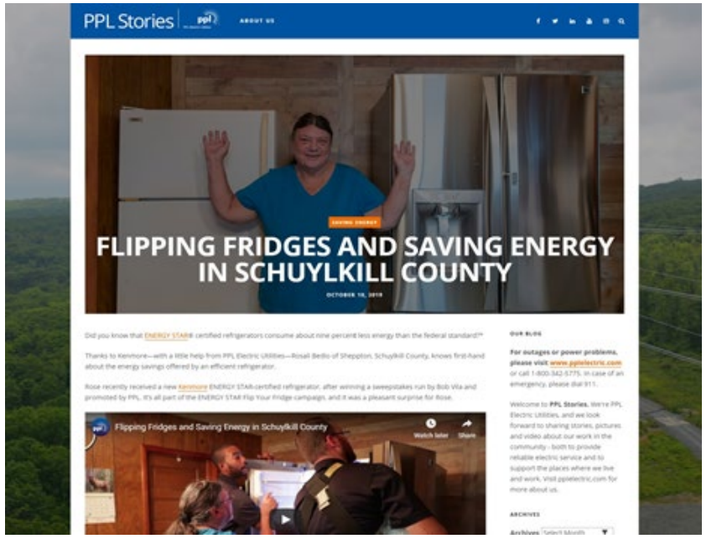
Rebate forms are available by clicking here and selecting your utility.

Refrigerators that are 15 years or older use twice as much energy as a new ENERGY STAR certified refrigerator. Replacing that old energy-wasting refrigerator with a new ENERGY STAR certified refrigerator could save you more than $270 in energy costs over the next five years. Learn more and get guidance choosing the right refrigerator for your home here: www.energystar.gov/flipyourfridge.

Flip Your Fridge to ENERGY STAR, the simple choice for energy efficiency!

Partner Engagement Examples

- PPL Electric promoted BobVila.com Flip Your Fridge give-away
- Outreach on social media, email, static billboards, and Google Display in April and May
- Also connected fridge give-away with ENERGY STAR Day



Partner Engagement Examples

BGE's Flip Your Fridge Contests

BGE
@MyBGE

Time's running out! Enter our contest by Oct. 25th for a chance to win a new @ENERGYSTAR certified refrigerator. Snap a pic and get your family and friends to vote for it by Oct. 31st. bit.ly/312xxgs

1:25 PM · Oct 23, 2019 · Hootsuite Inc.

BGE
@MyBGE

Who's got the scariest fridge in great
be the judge.
Grand Prize: An @ENERGYSTAR refrig
winner's choice up to $1,500
Second Place: A Ring video doorbell
Third Place: A Google Home or Amaz
Vote by Oct. 31st!
bit.ly/312xxgs

11:20 AM · Oct 28, 2019 · Hootsuite Inc.

BGE
@MyBGE

Is your old fridge the scariest of all? Post a pic of it to enter our #BGEScaryFridge contest! Like our Facebook page and get people to vote for your fridge for a chance to win a brand-new @ENERGYSTAR certified refrigerator. bit.ly/312xxgs

12:15 PM · Oct 21, 2019 · Hootsuite Inc.

Questions & Additional Information

If you have questions, please reach out to your ENERGY STAR account manager.

- Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.
- If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov.