

ENERGY STAR<sup>®</sup>

# Cooling Marketing & Materials Plan



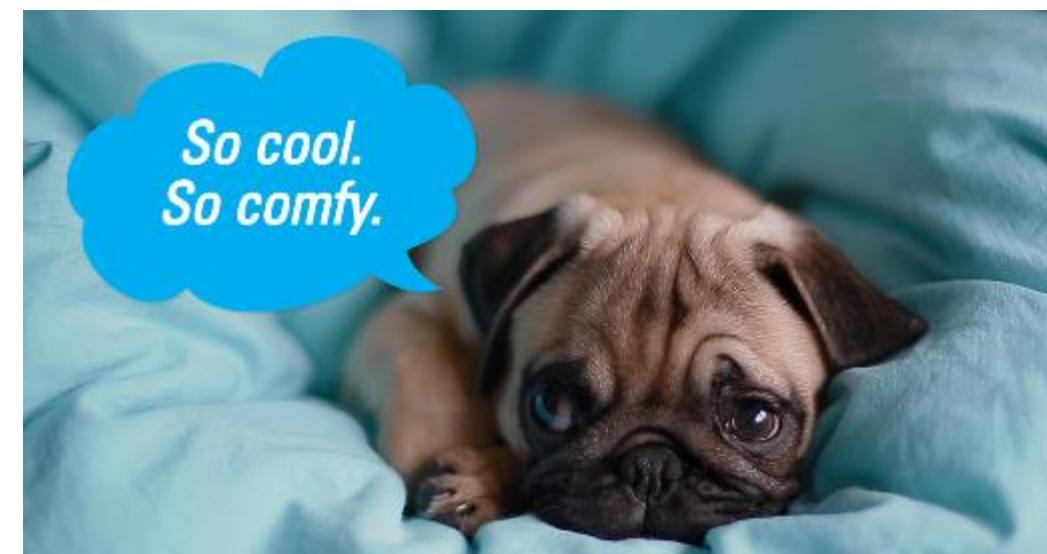


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# ENERGY STAR Cooling Promotion

## Marketing Materials Overview

Welcome to the ENERGY STAR Cooling promotion. 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.





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## 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 products. Partners can also use these “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified products with the “Cool for You & the Planet” tagline.



SAVE ENERGY SAVE MONEY  
Protect the Planet

Link to [ENERGY STAR Benefits Identifier](#)



THE SMART CHOICE  
Made Simple

Link to [Smart Choice Identifier](#)



THE COOL CHOICE  
Cool for You & the Planet

Link to [Cool Choice Identifier](#)



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## Cooling Promotion Messaging

- The cooling promotion key messaging document includes educational content and the latest savings facts for you to integrate into your materials, as needed, to help promote the benefits of:
  - ENERGY STAR certified HVAC equipment
  - ENERGY STAR certified smart thermostats
  - ENERGY STAR certified room air conditioners
  - HVAC maintenance
  - Sealing and insulation

Link to [Cooling Key Messaging](#)



Cooling Season with ENERGY STAR®  
Key Messaging

**Maintain or Upgrade Your HVAC System**

- Check out your system's air filters every month. A dirty air filter will slow down air flow and make the system work harder to keep you cool—wasting energy. A clean filter will also prevent dust and dirt from building up in the system, which can lead to expensive maintenance and/or early system failure.
- Get an HVAC maintenance check. While changing filters is a must, there may be other things wrong with your HVAC system that wouldn't be obvious to a non-professional. Have your system serviced annually by an HVAC contractor to ensure that it's running at optimum efficiency to save energy and money.
- If your cooling equipment is more than 10 years old or it needs frequent repairs and your energy bills are going up, it may be time to consider a replacement.
- Depending on where you live, replacing your old HVAC equipment with products that have earned the ENERGY STAR can cut your annual energy bill by more than \$140.
- Ready to consider an upgrade? The interactive [ENERGY STAR Heating and Cooling Guide](#) is your resource for navigating how to choose the right equipment to help you save energy, save money, and protect the planet.

**ENERGY STAR Certified Smart Thermostats**

- For the average American household, almost half of the annual energy bill goes to heating and cooling – more than \$900 a year. Being smart about how you control your temperature settings and HVAC equipment will help you save money and stay comfortable in your home.
- What is a smart thermostat? A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance. Smart thermostats that earn the ENERGY STAR label have been independently certified, based on actual field data, to save energy.
- Choose a new ENERGY STAR certified smart thermostat to get demonstrated energy savings and environmental benefits, reliable performance, and convenience, insight, and control.
- ENERGY STAR certified smart thermostats use less energy to keep you comfortable inside, which helps protect the environment outside while also saving you money on your energy bill. For the perfect climate all around, look for the ENERGY STAR label.
- Spend more time creating precious moments together and less time worrying about your energy bill. ENERGY STAR certified smart thermostats use less energy to keep you comfortable inside, which helps protect the environment outside. They are perfect for everywhere you live.
- ENERGY STAR smart thermostats are third-party certified to:

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](#).

Cooling Season with ENERGY STAR®  
Key Messaging

- Accurately measure temperature.
- Quickly entering a low-power standby mode when inactive.
- Track and report equipment use and temperature data to the homeowner.
- Provide tailored functionality and service that delivers energy savings that make sense for the individual homeowner.

For every homeowner who used an ENERGY STAR certified smart thermostat, savings would grow to 1 billion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas emissions.

**ENERGY STAR Certified Room Air Conditioners**

For households without central air conditioning, choose an ENERGY STAR certified room air conditioner to save money on your energy bills.

Room air conditioner models that have earned the ENERGY STAR save energy and improve sealing and insulation around the unit. They use about 10% less energy than standard models and cost, on average, less than \$70 a year to run.

Go even more by choosing a model that uses innovative variable speed technology. Room air conditioners with efficient variable speed compressors are able to vary the speed of the internal compressor motor in order to continuously control the temperature. As a result, the capability for efficient variable output allows a room air conditioner to quietly regulate the temperature and save a significant amount of energy during operation.

Don't oversize your room air conditioner for comfort and savings. An oversized unit will cool the room but only remove some of the humidity, leaving the room with a damp, clammy feeling. [Learn how to choose the right size for your room ac.](#)

ENERGY STAR certified room air conditioners with connected functionality offer additional convenience, comfort, and energy savings, including the ability to:

- turn off the unit remotely using your phone or computer;
- schedule changes to temperature settings based on your needs;
- receive feedback on the energy use of the product.

ENERGY STAR room air conditioners come with higher quality insulation materials and detailed installation instructions, improving comfort and savings by allowing a better seal of the area between the unit and the window opening.

ENERGY STAR certified room air conditioners use a new EPA-approved refrigerant called R32, which has a much lower impact on the climate – two-thirds lower than the refrigerants used in other room air conditioners.

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](#).





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## Cooling Sample Social Media - HVAC

- Sample social media posts include messaging and imagery that you can use as-is or customize as needed.

Link to [Social Media Posts](#)

Link to [Social Media HVAC Graphics](#)





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## Cooling Sample Social Media – Smart Thermostats

- Sample social media posts include messaging and imagery that you can use as-is or customize as needed. Check with your account manager to request a customizable version of the “Perfect for everywhere you live” graphic to add your own smart thermostat product.

Link to [Social Media Posts](#)

Link to [Social Media Smart Thermostat Graphics](#)





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## Cooling Sample Social Media – Room Air Conditioners

- Sample social media posts include messaging and imagery that you can use as-is or customize as needed.

Link to [Social Media Posts](#)

Link to [Social Media RAC Graphics](#)





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## Cooling Fact Sheet

- Use the Cooling fact sheet to engage your customers and educate them on a variety of energy saving opportunities during the cooling season – from tips to ENERGY STAR certified products.
- The fact sheet is ready to download and print as-is, or customize to incorporate your logo.

Link to [Cooling Fact Sheet](#)



### Keep Cool and Comfy with ENERGY STAR®

The warm days of summer are here, but while temperatures are rising, your energy costs don't have to. Did you know, the average home spends \$2,000 per year on utility bills, with nearly half going to heating and cooling? Let the experts at ENERGY STAR show you how you can keep your energy bills under control and help protect the environment all summer long! Cool for you, cool for the planet. Visit [energystar.gov/cooling](http://energystar.gov/cooling) for more information.

#### Maintain or Upgrade Your HVAC System

Maintaining your HVAC system is the key to keeping cool this summer.

- ✓ Check out your system's air filters every month. A dirty air filter will slow down air flow and make the system work harder to keep you cool—wasting energy. A clean filter will also prevent dust and dirt from building up in the system, which can lead to expensive maintenance and/or early system failure.
- ✓ Get an HVAC maintenance check. Have your system serviced annually by an HVAC contractor to ensure that it's running at optimum efficiency to save energy and money.
- ✓ If your central air conditioning unit is more than 12 years old, replacing it with a model that has earned the ENERGY STAR could cut your cooling costs by 30%.
- ✓ Ready to consider an upgrade? The interactive [ENERGY STAR Heating and Cooling Guide](#) is your resource for navigating how to choose the right equipment to help you save energy, save money, and protect the planet.



#### Install an ENERGY STAR Certified Smart Thermostat

Get smart about the thermostat that is controlling your HVAC equipment.

- ✓ An ENERGY STAR certified smart thermostat is Wi-Fi enabled and can automatically adjust temperature settings in your home for optimal performance. They can program themselves around your lifestyle to save energy and money without anyone having to lift a finger.
- ✓ ENERGY STAR certified smart thermostats allow you to control your home's cooling remotely through your smartphone and quickly enter a low-power standby mode when inactive.



### Choose an ENERGY STAR Certified Room AC

For households without central air conditioning, choose an ENERGY STAR certified room air conditioner to save money on your energy bills.

- ✓ Room AC models that have earned the ENERGY STAR save energy and offer improved sealing and insulation around the unit, and it will cost, on average, less than \$70 a year to run. Save even more by choosing a model that uses innovative variable speed technology.
- ✓ Properly size your room AC for comfort and savings. An oversized unit will cool the room but only remove some of the humidity, leaving the room with a damp, clammy feeling.
- ✓ ENERGY STAR certified room air conditioners with connected functionality offer additional convenience, comfort, and energy savings, including the ability to:
  - Turn off the unit remotely using your phone or computer.
  - Schedule changes to temperature settings based on your needs.
  - Receive feedback on the energy use of the product.



### Want More Ideas?

#### Seal and Insulate:

You could save up to \$200 a year by sealing air leaks around your house and adding insulation. Focus first on sealing ducts that run through the attic, crawlspace, unheated basement, or garage. Use duct sealant (mastic) or metal-backed (foil) tape to seal the seams and connections of ducts. After sealing the ducts in those spaces, wrap them in insulation to keep them from getting hot in the summer or cold in the winter. Next, look to seal any other ducts that you can access in the heated or cooled part of the house.

#### Be a Fan of Fans:

Run your ceiling fan to create a cool breeze. If you raise your thermostat by only two degrees and use your ceiling fan, you can lower your air conditioning costs by up to 14%. Remember, ceiling fans cool you, not the room. So, turn it off when you leave the room. Need a new fan? ENERGY STAR certified ceiling fans with lights are 60% more efficient than standard fans with lights.

#### Look for ENERGY STAR Certified LEDs:

Replace those old, hot incandescent light bulbs with much cooler ENERGY STAR certified LED light bulbs. They produce about 70-90% less heat, so they're safer to operate and can cut energy costs associated with home cooling.

Visit [energystar.gov/cooling](http://energystar.gov/cooling) to learn more.





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## Room AC Fact Sheet – English

- Use the Room AC Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified room air conditioners.
- 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.

Link to [Room AC English Fact Sheet](#)



### THE COOL CHOICE

Cool for You & the Planet

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



**When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:**



Use 10 percent less energy, and cost less than \$70 per year to run, on average.



That feature smart functionality offer greater control over comfort and energy savings—turn off the unit remotely, schedule temperature settings, and receive updates on energy usage.



Come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.



Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than \$350 million annually, preventing greenhouse gas emissions equivalent to over 570,000 vehicles.

**Size Your A.C. for Comfort and Savings**

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

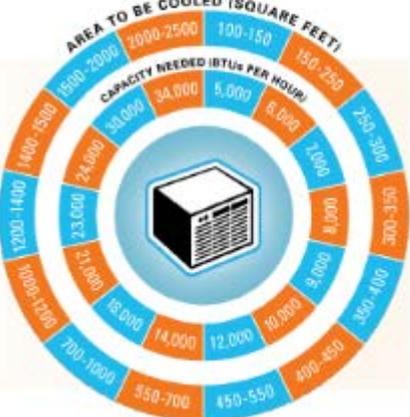
- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room is a kitchen, increase capacity by 4000 BTUs.

**Proper A.C. Installation and Use is the Key to Cool**

An improperly installed room air conditioner leaks as much air as a 6-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- Set the thermostat as high as is comfortable, typically 78° F. You'll appreciate the savings.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.



Learn more about the Cool Choice for Room A.C. at [energystar.gov/roomac](http://energystar.gov/roomac).





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## Room AC Fact Sheet – Spanish

- Use the Room AC Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified room air conditioners.
- 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.

Link to [Spanish Room AC Fact Sheet](#)



### LA ELECCIÓN DE FRESCURA EN A.A. DE PARED

**Quando el clima comienza a tomarse caluroso, la elección de frescura es un nuevo aire acondicionado de pared certificado por ENERGY STAR® y ahorre energía y dinero mientras ayuda a proteger el planeta.**

**Los aires acondicionados para habitaciones con certificación de ENERGY STAR:**

**70 DÓLARES MENOS** Consumen un 10 por ciento menos de energía, y utilizarlos cuesta en promedio menos de \$70 al año.

**BETTER SEAL** Con funciones inteligentes brindan un mayor control en cuanto a la comodidad y a los gastos energéticos: apague la unidad en forma remota, programe la temperatura y reciba actualizaciones del uso energético.

**ENERGY STAR** Tienen una mayor calidad de aislantes que aumenta la comodidad y gasta menos al crear un mejor sellado con la abertura.

**570,000 VEHÍCULOS** Son mejores para el medio ambiente. Si todos los aires acondicionados de pared que se venden en los Estados Unidos fueran certificados por ENERGY STAR, el ahorro sería más de \$350 millones por año y se evitaría el equivalente a las emisiones de gases de efecto invernadero de 570,000 vehículos.

**Mida su A.A. para un mayor comodidad y ahorro**

¡Más grande no siempre es mejor! Una unidad más grande de lo debido refrescará la habitación, pero solo quitará parte de la humedad y el ambiente quedará húmedo y pegajoso. Una unidad con un tamaño adecuado brindará mayor comodidad y ahorrará energía. Use este cuadro como referencia.

- Si la habitación se encuentra sombreado, reduzca la capacidad en un 10%.
- Si la habitación se encuentra soleado, aumente la capacidad en un 10%.
- En una cocina, aumente la capacidad a 4000 BTU.

**Una instalación apropiada y el uso correcto del A.A. son las claves para una buena enfriar**

Un aire acondicionado que no se instaló correctamente deja escapar la misma cantidad de aire que un hueco de 15 cm cuadrados, por lo que los costos energéticos aumentarán y su casa menos cómodo.

Siga estas recomendaciones para A.A. y gánale al calor:

- Asegúrese de seguir las instrucciones y de usar los materiales aislantes que vienen incluidos con su aire acondicionado de pared.
- Asegúrese de que la unidad esté nivelada para que el sistema de drenaje funcione en forma eficiente.
- No coloque lámparas ni televisores cerca del termostato del A.A., ya que la temperatura adicional hará que el equipo trabaje por más tiempo.
- Coloque el termostato a la temperatura adecuada, normalmente 25 °C. Apreciará cuánto se ahorra.
- En días húmedos, coloque el ventilador a baja velocidad. El movimiento lento del aire quita mejor la humedad.
- Use un ventilador adicional para repartir el aire fresco.
- Cuando termine el verano, si es posible, quite la unidad de A.A. de pared para disminuir la pérdida de calor. Otra opción es utilizar un cobertor de un tamaño adecuado durante el invierno.

**ÁREA QUE SE QUIERE REFRIGERAR (METROS CUADRADOS)**

Área (m²)	Capacidad Necesaria (BTU por hora)
100-150	5,000
150-200	6,000
200-250	7,000
250-300	8,000
300-350	8,000
350-400	8,000
400-450	8,000
450-500	8,000
500-550	8,000
550-700	12,000
700-1000	14,000
1000-1200	16,000
1200-1400	18,000
1400-1600	21,000
1600-1800	24,000
1800-2000	27,000
2000-2500	34,000

Infórmese más sobre la elección de frescura en A.A. de pared en [energystar.gov/airecondicionado](http://energystar.gov/airecondicionado).



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## Smart Thermostat Fact Sheet

- Use the Smart Thermostat Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified smart thermostats.
- 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.

Link to [Smart Thermostat Fact Sheet](#)

**Perfect Climate Inside and Out.**

**ENERGY STAR certified smart thermostats deliver demonstrated energy savings and reliable performance keeping you comfortable inside while protecting the environment outside.** For the perfect climate all around, look for the ENERGY STAR label.

**Get Convenience, Insight, and Control with ENERGY STAR**  
While system designs vary, common smart thermostat features include:

- Allowing you to control home heating and cooling remotely through your smartphone.
- Geofencing, which allows your smart thermostat to know when you're on the way home and automatically adjusts your home's temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Updating software periodically to ensure your smart thermostat is using the latest algorithms and energy-saving features available.

**When Choosing a Smart Thermostat, Look for the ENERGY STAR**  
Smart thermostats that earn the ENERGY STAR are third-party certified to:

1. Save energy based on field data collected from more than one thousand homes over an entire year.
2. Quickly enter a low-power standby mode when inactive.
3. Track and report equipment use and temperature data to the homeowner

**Save Money and Stay Comfortable in Your Home**  
Smart thermostats that have earned the ENERGY STAR are a smart investment since almost half of the average household energy bill goes to heating and cooling. That's more than \$900 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.

**Save Even More with Utility Rebates**  
Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats, as well as other financial rewards for homeowners with smart thermostats: [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder).

**What is a Smart Thermostat?**  
A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance.

**Did You Know?**  
If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas.

48%

72



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# The Cool Choice: ENERGY STAR Certified Room Air Conditioners Infographic - English

- Use the Room AC Infographics throughout digital media, including social, online articles, and on your web pages.
  - Infographics include one comprehensive graphic as well as 3 individual graphics focused on each one of the key topics.
  - Topics include proper sizing, proper installation, and energy savings.

Link to [Room AC Infographic](#)

**THE COOL CHOICE FOR ROOM AC**

When the weather warms up, make the cool choice of a new ENERGY STAR® certified room air conditioner.

**SIZE YOUR A.C. FOR COMFORT AND SAVINGS.**

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

**AREA TO BE COOLED (SQUARE FEET)**

100-150	150-200	200-250	250-300	300-350	350-400	400-450	450-500	500-550	550-600	600-650	650-700	700-750	750-800	800-850	850-900	900-950	950-1000
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**Capacity Matched with Capacity**

- If the room is heavily shaded, reduce capacity by **10%**
- If the room is sunny, increase capacity by **10%**
- If the room is a kitchen, increase capacity by **4000 BTUs**

Learn more about the Cool Choice for Room A.C. at [energystar.gov/roomac](http://energystar.gov/roomac).

**ENERGY STAR® is the simple choice for energy efficiency.** For more than 25 years, EPA's ENERGY STAR program has been America's leader in saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).

**THE COOL CHOICE FOR ROOM AC**

When the weather warms up, make the cool choice of a new ENERGY STAR® certified room air conditioner.

**PROPER A.C. INSTALLATION AND USE IS THE KEY TO COOL.**

An improperly installed room air conditioner leaks as much air as a 6-square-inch hole, increasing energy costs and making your home less comfortable. Follow these A.C. tips to beat the heat.

**TIPS**

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.

**78°** Set the thermostat as high as is comfortable, typically 78° F. You'll appreciate the savings.

**LOW**

Learn more about the Cool Choice for Room A.C. at [energystar.gov/roomac](http://energystar.gov/roomac).

**ENERGY STAR® is the simple choice for energy efficiency.** For more than 25 years, EPA's ENERGY STAR program has been America's leader in saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).

**THE COOL CHOICE FOR ROOM AC**

When the weather warms up, make the cool choice of a new ENERGY STAR® certified room air conditioner.

**AN ENERGY STAR CERTIFIED ROOM A.C. IS THE SIMPLE CHOICE TO SAVE ENERGY, SAVE MONEY, AND PROTECT THE CLIMATE.**

ENERGY STAR room air conditioners use 10 percent less energy, and cost less than \$70 per year to run, on average.

**BETTER SEAL** ENERGY STAR room air conditioners come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.

**SMART FUNCTIONALITY** ENERGY STAR room air conditioners that feature smart functionality offer greater control over comfort and energy savings—turn off the unit remotely, schedule temperature settings, and receive updates on energy usage.

**70 LESS THAN** LESS DOLLARS

**x570,000** If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than \$350 million annually, preventing greenhouse gas emissions equivalent to over 570,000 vehicles.

Learn more about the Cool Choice for Room A.C. at [energystar.gov/roomac](http://energystar.gov/roomac).

**ENERGY STAR® is the simple choice for energy efficiency.** For more than 25 years, EPA's ENERGY STAR program has been America's leader in saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).

**THE COOL CHOICE FOR ROOM AC**

When the weather warms up, make the cool choice of a new ENERGY STAR® certified room air conditioner.

**SIZE YOUR A.C. TO COMFORT AND SAVINGS.**

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

**AREA TO BE COOLED (SQUARE FEET)**

100-150	150-200	200-250	250-300	300-350	350-400	400-450	450-500	500-550	550-600	600-650	650-700	700-750	750-800	800-850	850-900	900-950	950-1000
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**Capacity Matched with Capacity**

- If the room is heavily shaded, reduce capacity by **10%**
- If the room is sunny, increase capacity by **10%**
- If the room is a kitchen, increase capacity by **4000 BTUs**

Learn more about the Cool Choice for Room A.C. at [energystar.gov/roomac](http://energystar.gov/roomac).

**ENERGY STAR® is the simple choice for energy efficiency.** For more than 25 years, EPA's ENERGY STAR program has been America's leader in saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).



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# The Cool Choice: ENERGY STAR Certified Room Air Conditioners Infographic - Spanish

- Use the Room AC Infographics throughout digital media, including social, online articles, and on your web pages.
  - Infographics include one comprehensive graphic as well as 3 individual graphics focused on each one of the key topics.
  - Topics include proper sizing, proper installation, and energy savings.

Link to [Room AC Spanish Infographic](#)





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## The Smart Choice: ENERGY STAR Smart Thermostats Infographic

- The Smart Choice Infographic can be integrated into your web pages to educate your audiences about the benefits of ENERGY STAR certified smart thermostats.

Link to [Smart Thermostat Infographic](#)

**THE SMART CHOICE Made Simple**

**ENERGY STAR SMART THERMOSTATS** 70

Smart thermostats that earn the ENERGY STAR label are independently certified to deliver reliable performance and energy savings.

**FEATURES** ENERGY STAR certified smart thermostats provide convenience, insight, and control. Features include the ability to:

- Learn your home's unique preferences and schedule to adjust to energy-saving temperatures when you're asleep or away.
- Provide home energy use data that you can track and manage.
- Give you control of home heating and cooling remotely through your smartphone.

**CERTIFIED** ENERGY STAR smart thermostats are third-party certified to do the following:

- Track and report equipment use and temperature data in real time.
- Quickly sense and respond when the thermostat malfunctions.
- Save energy based on historic data collected from over one thousand homes over an entire year.

**SAVINGS** ENERGY STAR certified smart thermostats enhance comfort and energy savings.

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to:

- 56 TRILLIARDS** of dollars
- 740 MILLIARDS** of pounds
- 13 BILLIYARDS** of gallons

**OFFSETTING ANNUALLY**

**Save Even More with Utility Rebates:** Jobs and efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats.

In addition, a growing number of utility smart thermostat programs allow participants to earn rebates that can be used to pay for energy bills, and can be used toward home R&E.

Look for ENERGY STAR certified smart thermostats now. Find out more about us online. For local information and help, visit [www.energystar.gov](#) or call 1-800-ENERGYSTAR.

Optimized Energy Savings  
Reliable Performance  
Environmental Benefits  
Convenience, Insight, and Control

**The Simple Choice for Energy Efficiency.** ENERGY STAR is a national symbol of energy efficiency. More than 70 years, ENERGY STAR products have been available to help save energy and protect the environment. All the more reason to look for the ENERGY STAR logo.





SAVE TODAY. SAVE TOMORROW.  
SAVE FOR GOOD.

## Ask the Expert: How to Stay Cool When the Weather Heats Up

- Summer's here, but while the temperature is rising, your energy costs don't have to. Count on ENERGY STAR to show you how to keep your energy bills under control, all while protecting the climate. Use this fun video to engage your customers and educate about top cooling tips and the benefits of asking for ENERGY STAR.
- Share the video on social media or embed it on your website!

Link to [Ask the Expert Cooling Video](#)





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## Pooches and the Planet Social Videos

- These cute pooches are a quick way (15 seconds) to show how ENERGY STAR certified room air conditioners, smart thermostats, and HVAC equipment help their owners save money and keep everyone cool and comfortable.
- Share the video on social media or embed it on your website!

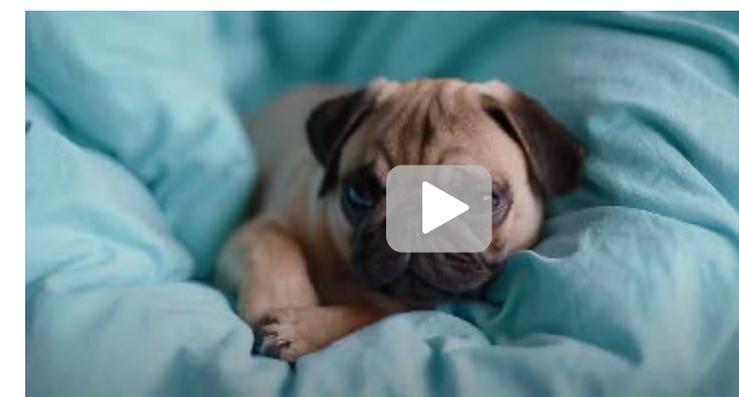
Link to [Room AC Pooch Video](#)

Link to [Smart Thermostat Pooch Video](#)

Link to [Smart Thermostat Comfy Pug Video](#)

Link to [HVAC Pooch Video](#)

Link to [Sample Social Media Posts](#)



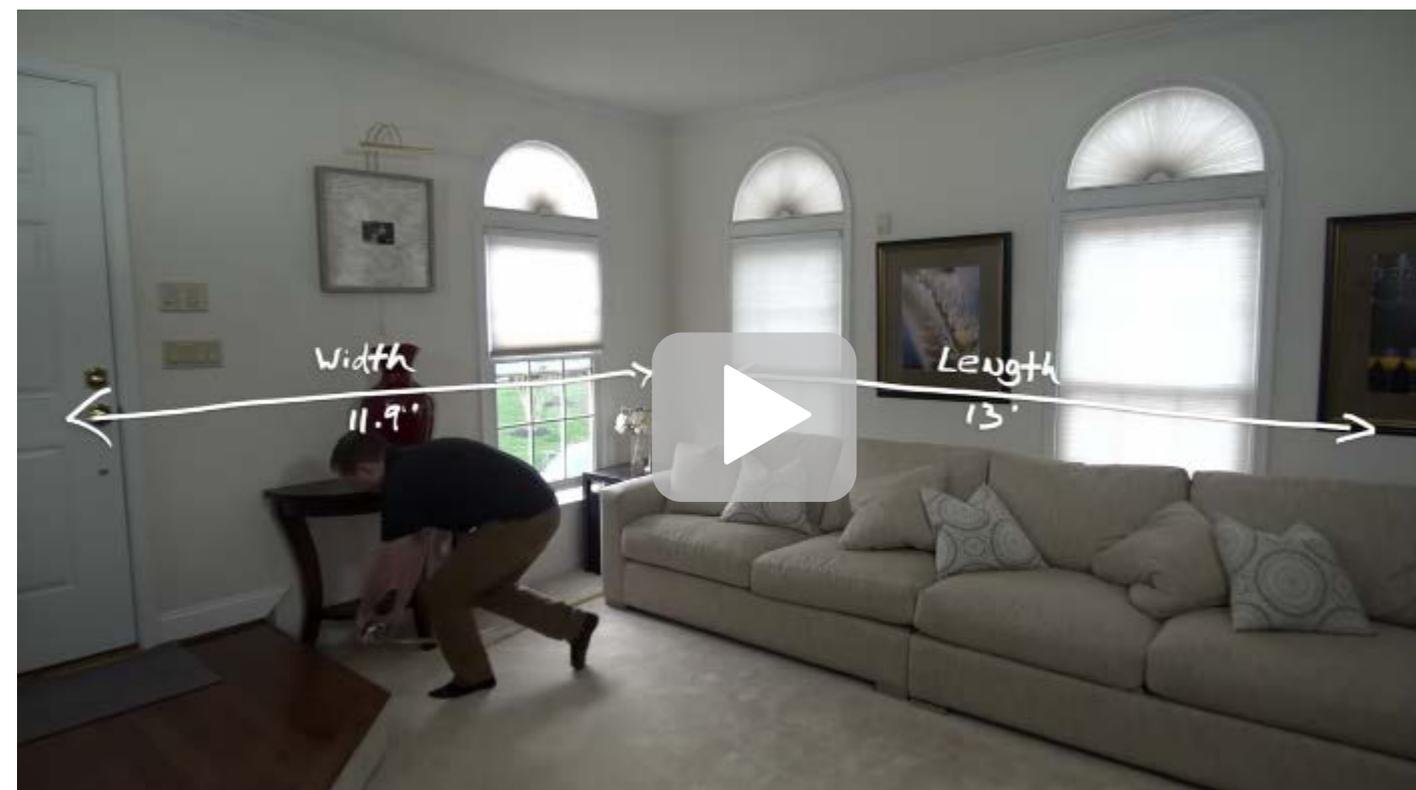


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## Ask the Expert: How to Buy a Room or Window Air Conditioner

- Learn how to buy the right room or window air conditioner for your home. Learn how to calculate the proper BTU and what features to look for when shopping; choosing the right air conditioner unit will help keep your home cool, save money and energy.
- Share the video on social media or embed it on your website!

[Link to How to Buy a Room Air Conditioner Video](#)

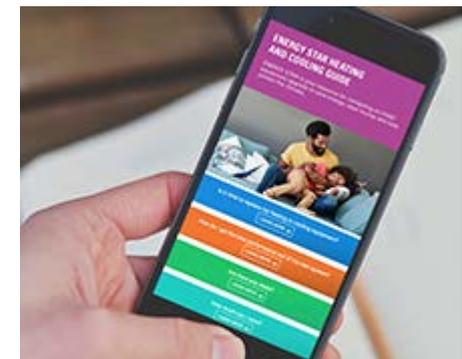
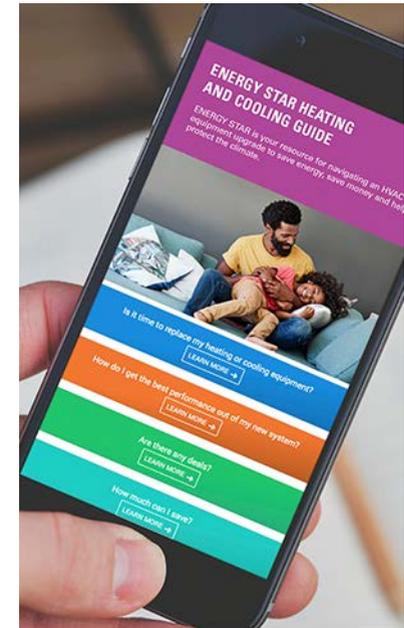




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## Heating & Cooling Guide Web Buttons

- Buttons to highlight and link to the ENERGY STAR Heating & Cooling Guide. This interactive guide can help consumers navigate an HVAC equipment upgrade. They can:
  - Learn the symptoms
  - Find purchase and installation guidance
  - Use the savings calculator
- Heating & Cooling Guide – [www.energystar.gov/HVACguide](http://www.energystar.gov/HVACguide)





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## Partner Engagement Examples



NHSaves  
@NHSaves

You're not the only one who will love this rebate – from your pooches to the planet, everyone will be thanking you for investing in an ENERGY STAR® certified room air conditioner. Buy now and receive a \$20 rebate after purchase!

[nhsaves.com/rebates/room-a...](https://nhsaves.com/rebates/room-a...)



12:01 PM - Aug 7, 2019 · Gain Platform



UGI Utilities  
@UGI\_Utilities

When the weather heats up, make the cool choice of a new @ENERGYSTAR certified room air conditioner. [energy.gov/roomac](https://energy.gov/roomac)



## Social Media

## Consumers Energy bill insert

Get Set for  
Summer Savings  
Save a Cool \$20

ENERGY STAR® certified room ACs:

- Use 10 percent less energy than standard models\*
- Cost about \$70 a year to run, on average\*
- Feature higher-quality insulation
- Qualify for a \$20 rebate from Consumers Energy

\*Source: EnergyStar.gov

Available to electric and combination (natural gas and electric) customers only. See application for details.



Save more all summer—starting with \$20.  
[ConsumersEnergy.com/roomac](https://ConsumersEnergy.com/roomac)

\$79,994,000





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## Partner Engagement Examples

### Heating & Cooling Rebates



#### Get PECO rebates on ENERGY STAR® certified equipment.

PECO rebates make upgrading to new ENERGY STAR certified, high-efficiency heating and air conditioning equipment more affordable. Heating and cooling account for as much as half of a typical home's energy use. ENERGY STAR certified equipment reduces energy use over the lifetime of the equipment, so you can save on your energy bills for years to come.



See all eligibility requirements when you apply for rebates.

- Customers  
Learn More and Apply ▶
- Contractors  
Learn More and Apply ▶
- Application Advice  
See Tips for Contractors ▶
- LEARN MORE AT  
energystar.gov
- FAQs  
Get Answers ▶





Press Room | Library | FAQs | Cal

HOME	RESIDENTIAL	COMMERCIAL, INDUSTRIAL, LOCAL GOV & MULTIFAMILY
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**NEW JERSEY'S CLEAN ENERGY PROGRAM**

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- REBATES AND PROMOTIONS
- NJCEP POLICY UPDATES & REQUEST FOR COMMENTS
- CALENDAR
- CLEAN ENERGY STAKEHOLDER GROUPS
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### Smart Thermostats



**Did You Know?** For the average American household, almost half of the annual energy bill goes to heating and cooling - more than \$900 per year. Being smart about how you control your temperature settings with an ENERGY STAR® certified smart thermostat will help you save money and stay comfortable in your home.

**What is a smart thermostat?** A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance. Smart thermostats that earn the ENERGY STAR label have been independently certified, based on actual field data, to save energy.

ENERGY STAR certified smart thermostats place you in the driver's seat when it comes to managing the heating and cooling of your home, providing you convenience, insight and control by:

- Learning your temperature habits and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Providing home energy use data that you can track and manage enables you to target family behavior patterns that might contribute to a higher bill.





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## Questions & Additional Information

If you have questions or would like to request creative files for customization, 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](mailto:eeaccountmanager@energystar.gov).
- If you are a retail or manufacturer partner, please reach out to [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).