

ENERGY STAR® Certified Dehumidifier Marketing Toolkit





ENERGY STAR Certified Dehumidifier

Marketing Toolkit

Welcome to the ENERGY STAR dehumidifier 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.





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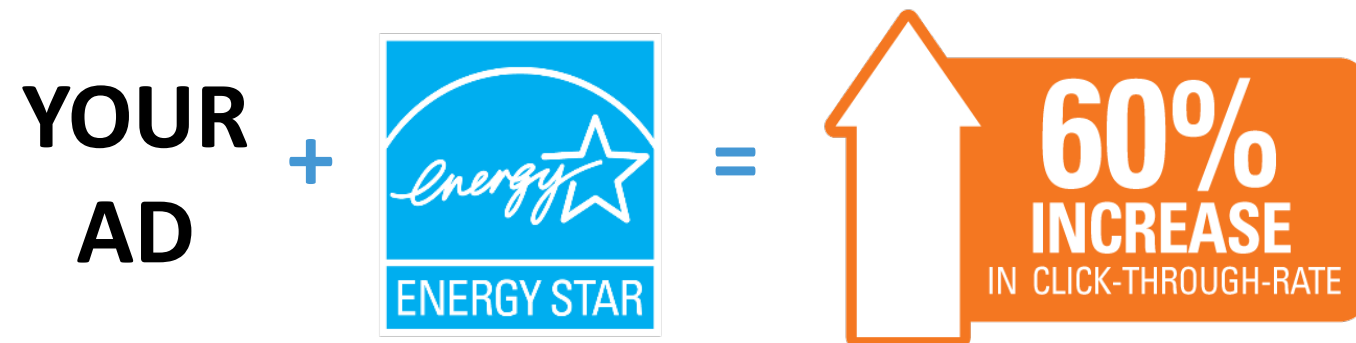
The banner features the Energy Star logo in the top left corner. The main headline reads "Choose an ENERGY STAR® Certified Dehumidifier". Below this, there are three key benefits listed in a table-like format, each with a bold heading and a descriptive paragraph. The background of the banner shows a person sleeping in a bed, with a dehumidifier unit visible in the bottom right corner.

INDEPENDENTLY CERTIFIED	Dehumidifiers that have earned the ENERGY STAR label include advanced refrigeration coils, compressors, and fans that remove excess moisture from the air while using less energy.
SAVE ENERGY	Certified models use 13% less energy than standard models. You can save even more by choosing a model recognized as ENERGY STAR Most Efficient.
PROTECT THE PLANET	If all dehumidifiers sold in the U.S. were ENERGY STAR certified, we would prevent greenhouse gas emissions equivalent to nearly 280,000 vehicles.



ENERGY STAR Marks

- Including the ENERGY STAR certification 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.
 - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
 - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
 - If no product featured; use the Ask About or Learn More marks [available here](#).





Dehumidifier Messaging

Why Choose ENERGY STAR?

- Choosing an ENERGY STAR certified dehumidifier can deliver savings on energy bills without sacrificing performance, features, and comfort, while protecting the environment by reducing greenhouse gas emissions.
- A dehumidifier that has earned the ENERGY STAR label uses more efficient refrigeration coils, compressors, and fans to remove the same amount of moisture as a similarly sized conventional unit but uses 13% less energy.
- The annual energy saved by an ENERGY STAR certified dehumidifier could power your ENERGY STAR certified refrigerator for nearly two months.
- A dehumidifier that has earned the ENERGY STAR can save approximately \$90 over the life of the unit, while avoiding approximately 1,200 pounds of greenhouse gas emissions.
- ENERGY STAR certified models are available for both portable and whole home dehumidifiers.



Dehumidifier Messaging

Buying Guidance for Dehumidifiers

- Certified models are available from all major retailers and brand names including Black+Decker, Danby, Frigidaire, GE, Hisense, and Honeywell. In addition to energy performance, there are many other important operating and convenience features to consider when shopping for dehumidifiers.
- Dehumidifier capacity is usually measured in pints per 24 hours and is determined by two factors: the size of the space that needs to be dehumidified and the conditions that exist in the space before dehumidification.
- If you are replacing an existing dehumidifier, you can judge by how much water you empty each day. Remember, it's better to oversize than undersize!
- Consult [Buying and Installing a Whole-Home Dehumidifier](#) for more information on sizing a whole-home dehumidifier.

More tips:

- **Look for Utility Rebates:** Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified products. Visit the [ENERGY STAR Rebate Finder](#) for more information.
- **Search the Product Finder:** Find and compare ENERGY STAR certified dehumidifiers so you can find the right product for your needs. Visit the [ENERGY STAR Product Finder](#) for more information.



Dehumidifier Messaging

- Refer to the following chart when selecting a dehumidifier size:

Condition without Dehumidification	Small-medium room (<2,000 sq. ft.)	Large room (>2,000 sq. ft.)
Slightly to Moderately Damp: space feels damp and has musty odor that may be intermittent. 50-75% relative humidity.	20-30	30+
Very Damp: space consistently feels and smells damp. Damp spots appear on walls and floors. 75-90% relative humidity.	25-40	40+
Wet: Walls or floor sweat, or seepage is present. High-load conditions such as laundry drying may be present. 90-100% relative humidity.	30-50	50+



Dehumidifier 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
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
 - X (Twitter): @ENERGYSTAR

[Link to Social Media Graphics](#)





Dehumidifier Social Media

Sample Social Media

Dehumidifier: Choosing an ENERGY STAR certified dehumidifier can deliver energy savings without sacrificing performance, features, and comfort, while protecting the environment by reducing greenhouse gas emissions. While you're shopping for a dehumidifier, look for the ENERGY STAR!

<https://www.energystar.gov/productfinder/product/certified-dehumidifiers/results>

Dehumidifier: Did you know that ENERGY STAR certification is available for both portable and whole-home dehumidifiers? While portable dehumidifiers are perfect for a single room or space, whole-home dehumidifiers are installed through a home's HVAC system. Use ENERGY STAR's buying guidance to determine which type is best for you.

<https://www.energystar.gov/products/dehumidifiers>

Dehumidifier: Looking to buy a dehumidifier, but not sure where to start? ENERGY STAR's buying guidance can help you find the right size based on your room conditions, plus features other quick tips to find a model that will save energy and keep your home comfortable! <https://www.energystar.gov/products/dehumidifiers>

ENERGY STAR Most Efficient: Save even more energy with a dehumidifier recognized as ENERGY STAR Most Efficient 2024. These certified models deliver superior energy efficiency along with the latest in technological innovation.


https://www.energystar.gov/most-efficient/me-certified-dehumidifiers/results?is_most_efficient_filter=Most+Efficient



Dehumidifier Social Graphics

[Link to Download Graphics.](#)




 Choose an ENERGY STAR® Certified Dehumidifier

INDEPENDENTLY CERTIFIED Dehumidifiers that have earned the ENERGY STAR label include advanced refrigeration coils, compressors, and fans that remove excess moisture from the air while using less energy.

SAVE ENERGY Certified models use 13% less energy than standard models. You can save even more by choosing a model recognized as ENERGY STAR Most Efficient.

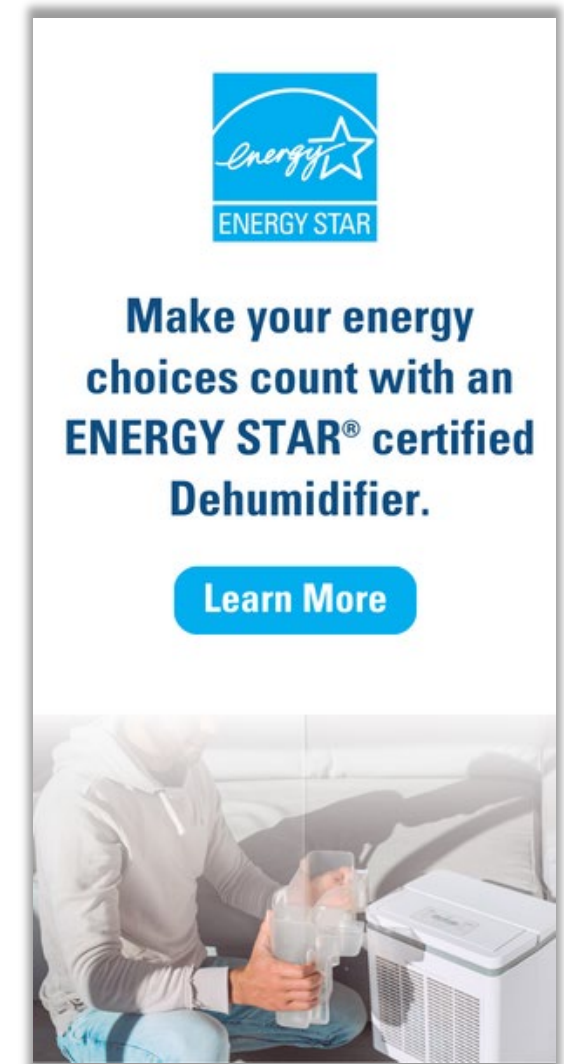
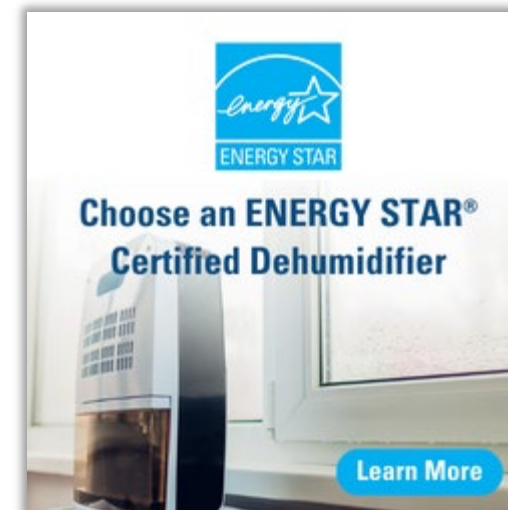
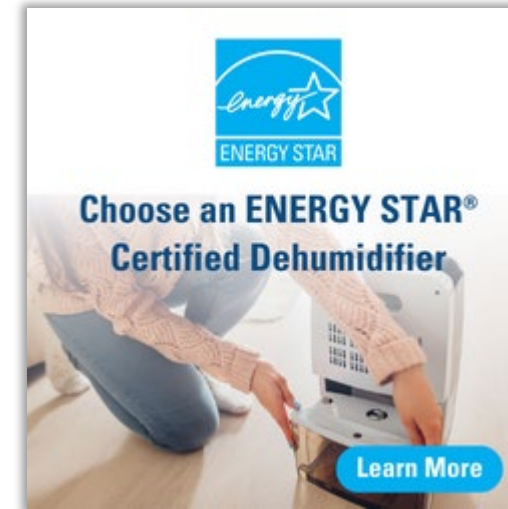
PROTECT THE PLANET If all dehumidifiers sold in the U.S. were ENERGY STAR certified, we would prevent greenhouse gas emissions equivalent to nearly 280,000 vehicles.





Dehumidifier Digital Graphics


- Feature one of the digital graphics on your ENERGY STAR, energy efficiency, or marketplace web pages or in e-newsletters and other communications.
- You can pair the graphics with key messaging found throughout this toolkit.
- **Web banners** are available in two sizes: 625x100 and 1032x234
- **Web buttons** are available in two sizes: 250x250 and 300 x 600
 - See all options on the next slides!
- [Link to Web Graphics](#)






Web Banners

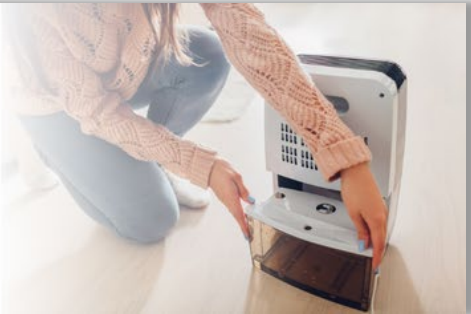
Available in sizes 600x100 and 1032x234. [Link to Download Graphics.](#)



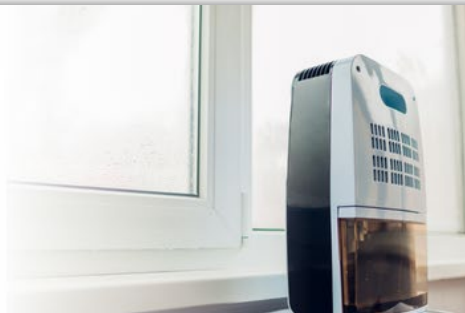

Choose an ENERGY STAR® Certified Dehumidifier.





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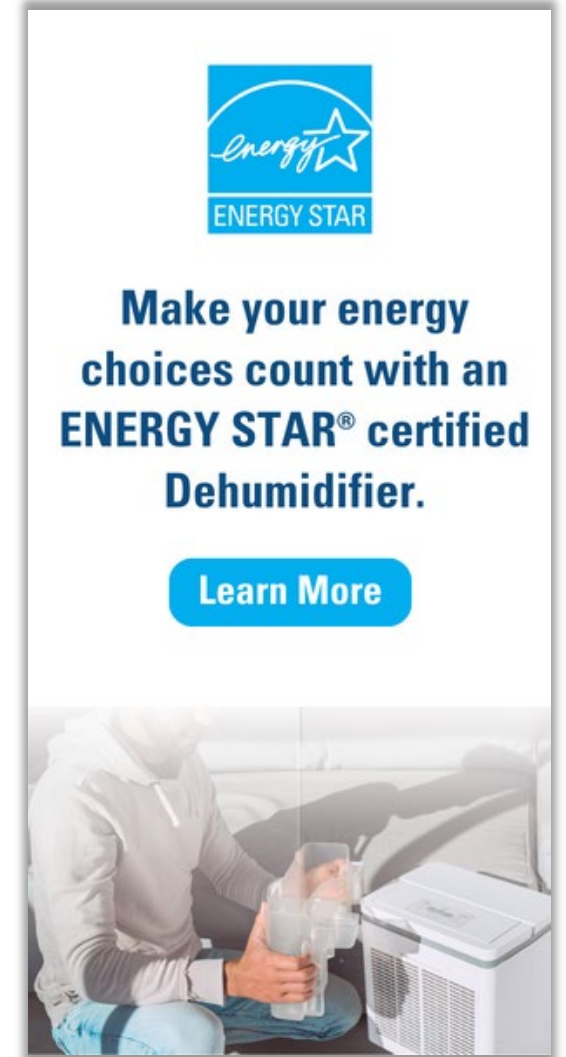
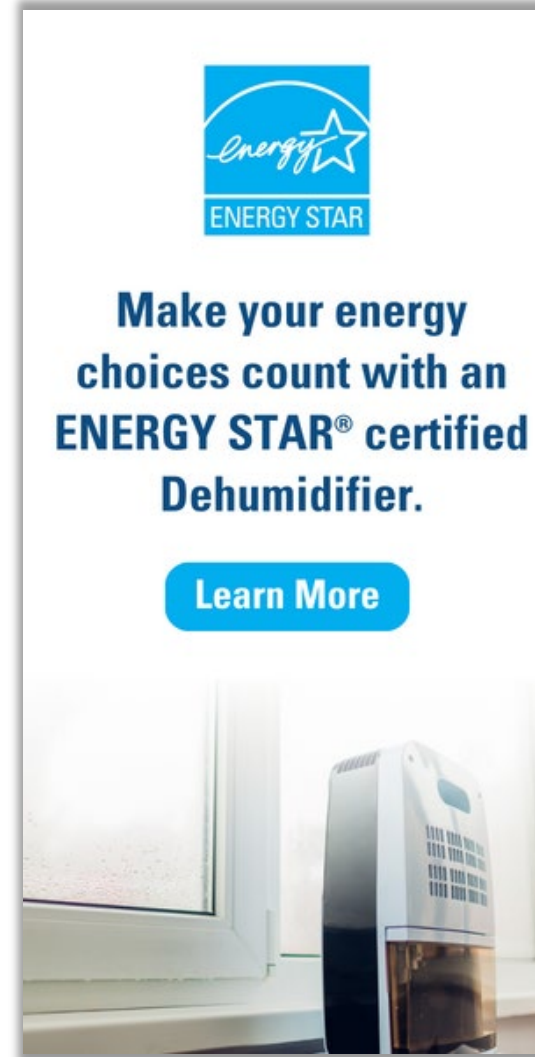
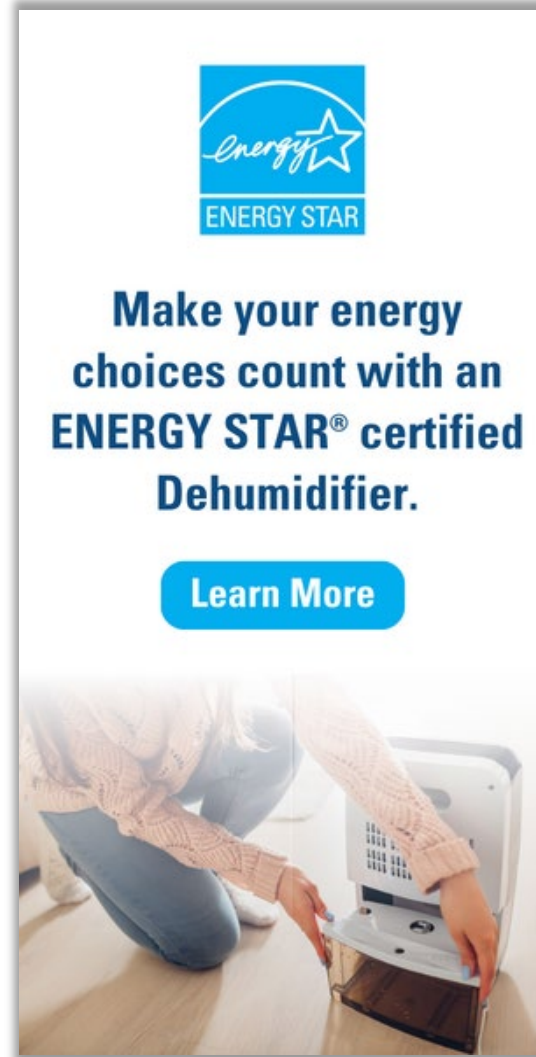
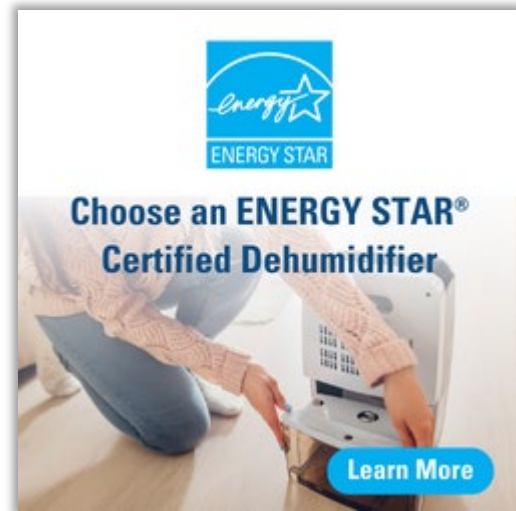
Choose an ENERGY STAR® Certified Dehumidifier.





Web Buttons

Available in sizes 250x250 and 300 x 600. [Link to Download Graphics.](#)





Suggested Links for Digital Graphics

Use these links when adding these ENERGY STAR web banners and buttons to your website.

- [About ENERGY STAR Certified Dehumidifiers](#)
- [ENERGY STAR Product Finder – Dehumidifiers](#)
- [ENERGY STAR Most Efficient Dehumidifiers](#)



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 Leslie Jones, Labeled Products Content Manager at Jones.Leslie.A@epa.gov