

# ENERGY STAR® Flip Your Fridge Marketing Toolkit





# ENERGY STAR Flip Your Fridge Marketing 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.



## Marketing Toolkit Contents

- ENERGY STAR Value
- [Messaging](#)
- [Fact Sheet](#)
- [Social Media Posts](#)
- [Social Media Graphics](#)
  - Includes **NEW** Flip Your Freezer graphic
- [Flip Your Fridge Identifier](#)
- [Flip Your Fridge Video](#)
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## 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](#).

**YOUR  
AD**



=





## Key Messaging

### Why Choose ENERGY STAR?

- ENERGY STAR certified refrigerators offer performance features such as high-efficiency compressors that create less heat and use less energy, improved insulation that helps food stay cold, and temperature and defrost mechanisms that help the refrigerator operate more efficiently.
- By properly recycling your old refrigerator and replacing it with a new ENERGY STAR certified refrigerator, you can save more than \$230 and reduce your carbon footprint by about 4,400 pounds of CO<sub>2</sub> over the 12-year lifetime of the product.
- Refrigerators that have earned the ENERGY STAR are about 9% more energy efficient than standard models.
- On average, an ENERGY STAR certified refrigerator costs about \$70 a year to run, and an ENERGY STAR certified top-freezer refrigerator uses about 360 kWh and costs about \$50 a year to run.
- On average, an old refrigerator uses about 30% more energy than a model that has earned the ENERGY STAR label. If you need a second refrigerator year-round, you'll actually save over time by replacing the old one with ENERGY STAR.



## Key Messaging

- A new ENERGY STAR certified refrigerator uses less energy than a 60-watt incandescent light bulb.
- If all old refrigerators in the United States were replaced with an ENERGY STAR certified refrigerator, Americans could:
  - Save about \$290 million in annual energy costs,
  - Prevent about 5.5 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from approximately 540,000 vehicles,
  - Reduce their energy consumption equivalent to the annual electricity use of about 300,000 homes.

### Buying Guidance

- Make sure to purchase an appropriately sized refrigerator. Generally, the larger the refrigerator, the greater the energy consumption. The most energy-efficient models are typically 16-20 cubic feet.
- Consider purchasing a refrigerator with a top freezer. Models with the freezer on top tend to use the least energy (versus bottom freezers or side-by-sides).



## Key Messaging

- Consider buying a refrigerator with fewer doors. Fewer doors reduce the air leakage. To maximize your savings, minimize the number of doors and pay attention to cool air you can feel when you shut the doors. Make sure the seals around the doors are airtight. If they are not, replace them.
- Consider selecting a refrigerator with a lower Global Warming Potential refrigerant (GWP). Refrigerants with lower global warming potential (GWP), such as R600a and R-441A, have a much lower impact on the climate if the refrigerant is released into the environment. Find ENERGY STAR certified refrigerators that contain refrigerants with a lower impact on global warming here.
- If you buy a new refrigerator, be sure to recycle your old one. Many appliance retailers will pick up and recycle your old refrigerator when you purchase a new one.

### Additional Tips

- Many utility companies offer incentives toward the purchase of an ENERGY STAR certified refrigerator. Check out [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder) for details.

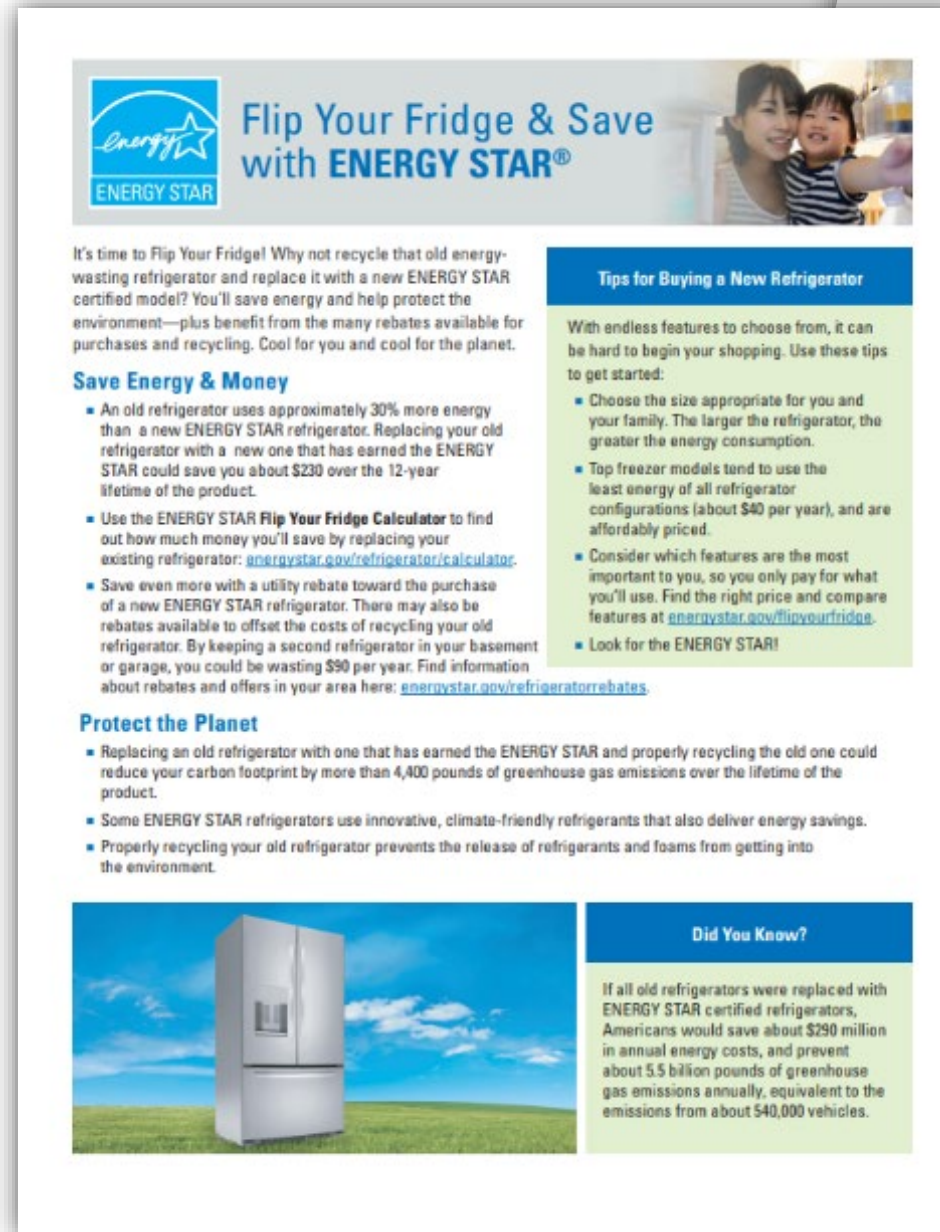


# Flip Your Fridge Factsheet - English

Use the Flip Your Fridge Factsheet 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 logo.

Download [Flip Your Fridge Factsheet](#)



**Flip Your Fridge & Save with ENERGY STAR®**

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 30% 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 about \$230 over the 12-year lifetime of the product.
- Use the ENERGY STAR [Flip Your Fridge Calculator](#) to find out how much money you'll save by replacing your existing refrigerator: [energystar.gov/refrigerator/calculator](http://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 \$90 per year. Find information about rebates and offers in your area here: [energystar.gov/refrigeratorrebates](http://energystar.gov/refrigeratorrebates).

**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 4,400 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 about \$290 million in annual energy costs, and prevent about 5.5 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from about 540,000 vehicles.

**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 (about \$40 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](http://energystar.gov/flipyourfridge).
- Look for the ENERGY STAR!



**Beneficios de un Nuevo Refrigerador Certificado ENERGY STAR**

Al ahorrar energía y dinero, obtén el último rendimiento y diseño con un refrigerador certificado ENERGY STAR. Los refrigeradores nuevos incluyen características que ahorran energía, como compresores que crean menos calor y a menudo están ubicados en puertas y paredes exteriores para ayudar a reducir el ruido. Las temperaturas y los mecanismos de deshielo que ayudan a enfriar más eficientemente, mientras aseguran que la comida se mantenga fresca.

**Keep Food Fresher, Longer**

Refrigeradores que cumplen con el ENERGY STAR significan más que solo ahorros de energía. Los diseños innovadores de cajones y el control de temperatura y humedad ayudan a preservar su comida y minimizar los desperdicios.

**Old Freezer**

Los avances en el aislamiento y los compresores significan que los congeladores modernos consumen mucha menos energía que los antiguos. Reemplazar un congelador antiguo con un modelo certificado ENERGY STAR puede ahorrar energía, dinero y reducir su huella de carbono en 4800 libras de gases de efecto invernadero durante su vida útil. Además, reciclar correctamente el antiguo congelador puede reducir aún más las emisiones de gases de efecto invernadero. Además, hay ofertas y rebates adicionales para los congeladores certificados ENERGY STAR—¡más rebates para ayudarte a encontrar ofertas cerca de ti.

**Did You Know?**

Si todos los congeladores antiguos fueran reemplazados por refrigeradores certificados ENERGY STAR, los estadounidenses ahorrarían unos 290 millones de dólares en costos de energía anuales y evitarían 5.5 mil millones de libras de gases de efecto invernadero al año, equivalente a las emisiones de unos 540,000 vehículos.





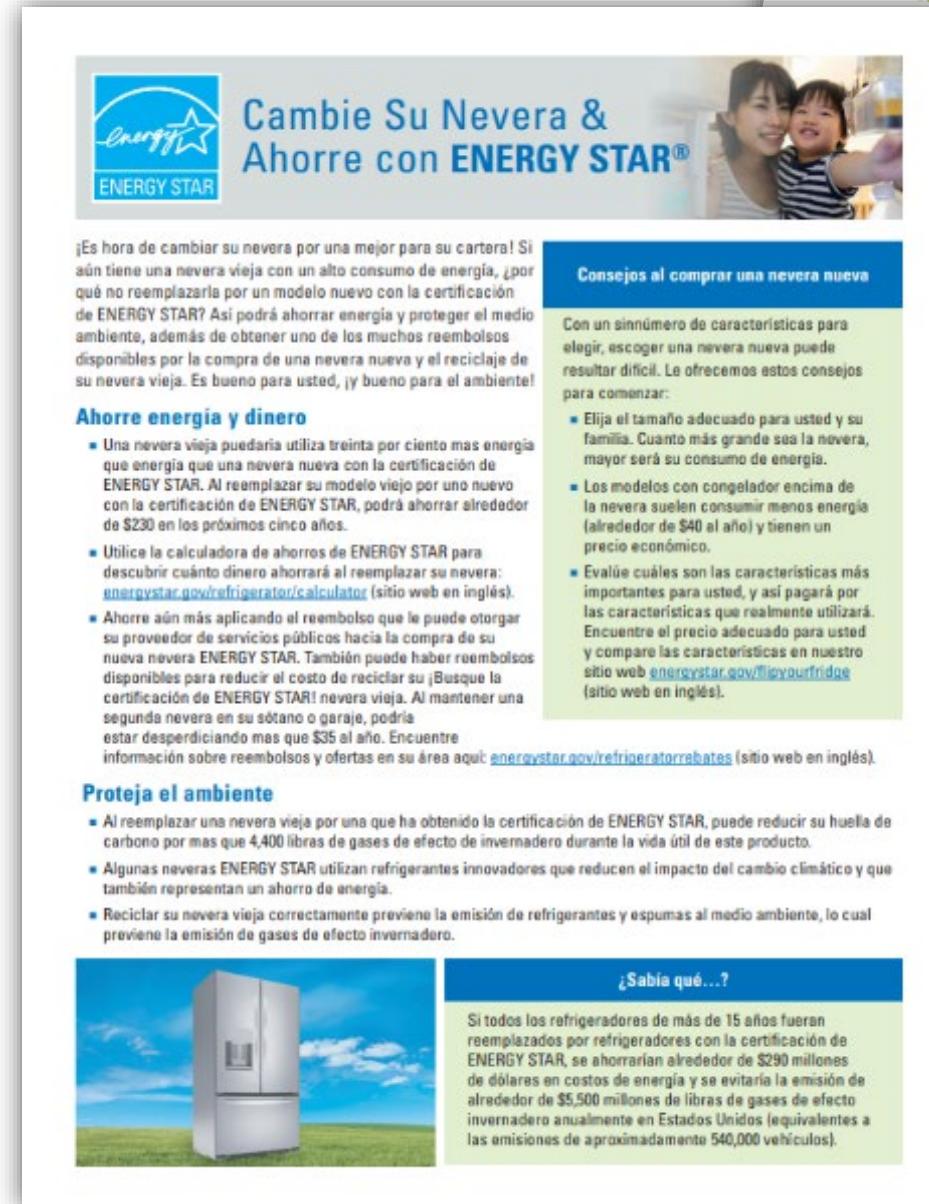


# Flip Your Fridge Factsheet - Spanish

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 logo.

Download [Spanish Factsheet](#)



**Cambie Su Nevera & Ahorre con ENERGY STAR®**

¡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!

**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 (alrededor de \$40 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](http://energystar.gov/flipyourfridge) (sitio web en inglés).

**Ahorre energía y dinero**

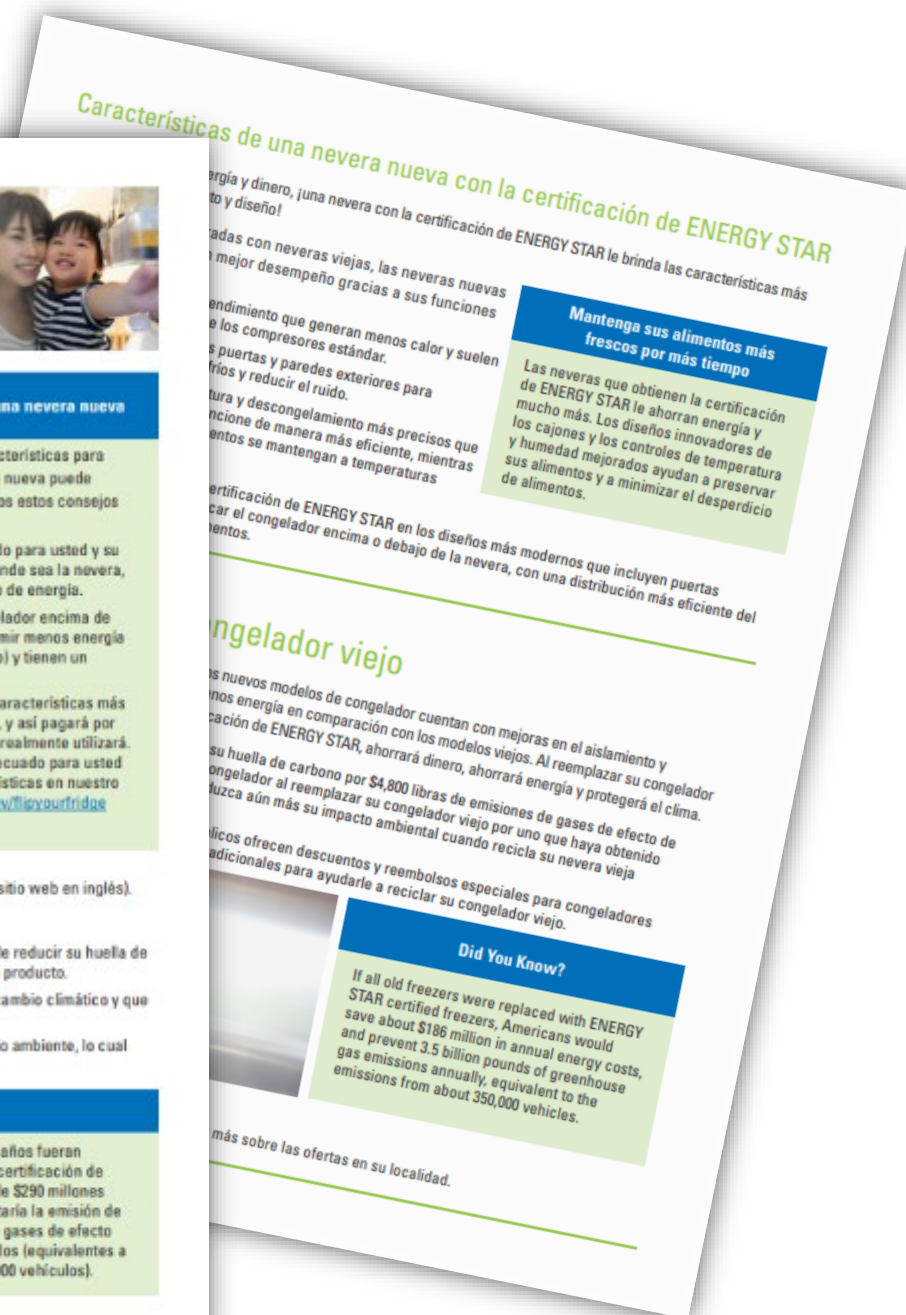
- Una nevera vieja podría utilizar treinta por ciento más energía que una nevera nueva con la certificación de ENERGY STAR. Al reemplazar su modelo viejo por uno nuevo con la certificación de ENERGY STAR, podrá ahorrar alrededor de \$230 en los próximos cinco años.
- Utilice la calculadora de ahorros de ENERGY STAR para descubrir cuánto dinero ahorrará al reemplazar su nevera: [energystar.gov/refrigerator/calculator](http://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 más que \$35 al año. Encuentre información sobre reembolsos y ofertas en su área aquí: [energystar.gov/refrigeratorrebates](http://energystar.gov/refrigeratorrebates) (sitio web en inglés).

**Proteja el ambiente**

- Al reemplazar una nevera vieja por una que ha obtenido la certificación de ENERGY STAR, puede reducir su huella de carbono por más que 4,400 libras de gases de efecto 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, lo cual previene la emisión de gases de efecto invernadero.

**¿Sabía qué...?**

Si todos los refrigeradores de más de 15 años fueran reemplazados por refrigeradores con la certificación de ENERGY STAR, se ahorrarían alrededor de \$290 millones de dólares en costos de energía y se evitaría la emisión de alrededor de \$5,500 millones de libras de gases de efecto invernadero anualmente en Estados Unidos (equivalentes a las emisiones de aproximadamente 540,000 vehículos).



**Características de una nevera nueva con la certificación de ENERGY STAR**

... y dinero, ¡una nevera con la certificación de ENERGY STAR le brinda las características más modernas y diseño!

... con neveras viejas, las neveras nuevas ofrecen un mejor desempeño gracias a sus funciones:

- Aislamiento que generan menos calor y suelen ser más eficientes que los compresores estándar.
- Puertas y paredes exteriores para mantener los alimentos más frescos y reducir el ruido.
- Descongelamiento más preciso que los modelos antiguos, mientras que los alimentos se mantienen a temperaturas más bajas.

**Mantenga sus alimentos más frescos por más tiempo**

Las neveras que obtienen la certificación de ENERGY STAR le ahorran energía y reducen el desperdicio de alimentos. 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.

... certificación de ENERGY STAR en los diseños más modernos que incluyen puertas para el congelador encima o debajo de la nevera, con una distribución más eficiente del espacio.

**Congelador viejo**

... nuevos modelos de congelador cuentan con mejoras en el aislamiento y ahorran energía en comparación con los modelos viejos. Al reemplazar su congelador con la certificación de ENERGY STAR, ahorrará dinero, ahorrará energía y protegerá el clima.

... su huella de carbono por \$4,800 libras de emisiones de gases de efecto de reemplazar su congelador viejo por uno que haya obtenido la certificación de ENERGY STAR, ahorrará dinero, ahorrará energía y protegerá el clima.

... descuentos y reembolsos especiales para congeladores que ayudan a reducir el costo de reciclar su congelador viejo.

**Did You Know?**

If all old freezers were replaced with ENERGY STAR certified freezers, Americans would save about \$186 million in annual energy costs, and prevent 3.5 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from about 350,000 vehicles.

... más sobre las ofertas en su localidad.



## 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
  - 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
  - Twitter: @ENERGYSTAR

Download [Social Media 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 \$230 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 \$230 on energy bills! 👍 <https://www.energystar.gov/productfinder/product/certified-residential-refrigerators/results>

It's time to #FlipYourFridge! This summer, replace your old refrigerator with a new @ENERGYSTAR certified model to save energy, save money, and help protect the planet! [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge)

Flip to big savings with an @ENERGYSTAR certified refrigerator. Save about \$230 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 30% less energy! Find the model that's right for you, plus rebates. [energystar.gov/flipyourfridge](http://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/recycle/find\\_fridge\\_freezer\\_recycling\\_program](https://www.energystar.gov/products/recycle/find_fridge_freezer_recycling_program)

There are an estimated 206 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](http://energystar.gov/flipyourfridge)

Is your refrigerator an energy hog? Flip your Fridge to save energy and money AND make a difference for the planet. Save even more with product and recycling rebates from your local utility. <https://youtu.be/cXnR4bjF-DI>



## Flip Your Fridge Social Media

### Sample Post Text

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>

First day of summer, end of school, and outdoor get togethers with friends and family means lots of food to keep cool in the heat. Flip Your Fridge to an ENERGY STAR certified model for fresh food, yummy leftovers AND \$230 in energy savings over its lifetime! [energystar.gov/flipyourfridge](https://www.energystar.gov/flipyourfridge)

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](https://www.energystar.gov/products/recycle/find_fridge_freezer_recycling_program)

### Flip Your Freezer

If your old freezer isn't working like it used to, it might be time to Flip Your Freezer to an @ENERGY STAR certified model. With both chest and upright models available, choosing a model that has earned the ENERGY STAR will save you about \$410 in energy costs over its lifetime. [www.energystar.gov/productfinder/product/certified-residential-freezers/results](https://www.energystar.gov/productfinder/product/certified-residential-freezers/results)

There are an estimated 206 million refrigerators and freezers currently in use in the United States. If yours is over 15 years old, it might be time to Flip Your Freezer to an @ENERGYSTAR certified model to save money and energy! [www.energystar.gov/products/freezers](https://www.energystar.gov/products/freezers)





# Flip Your Fridge Social Media Graphics (1 of 3 Slides)

Link to [Social Media Graphics](#)

**NEW!**





## Flip Your Fridge Social Media Graphics (2 of 3 Slides)

“Recycle and Save” for partners with recycling only programs. Link to [Social Media Graphics](#)





# Flip Your Fridge Social Media Graphics (3 of 3 Slides)

Link to [Social Media Graphics](#)



## Other Graphics

ENERGY STAR also offers several Flip Your Fridge icons and identifiers available for download.

- [Flip Your Fridge Graphic Identifiers](#)
- [Flip Your Fridge “Recycle and Save” identifiers](#)







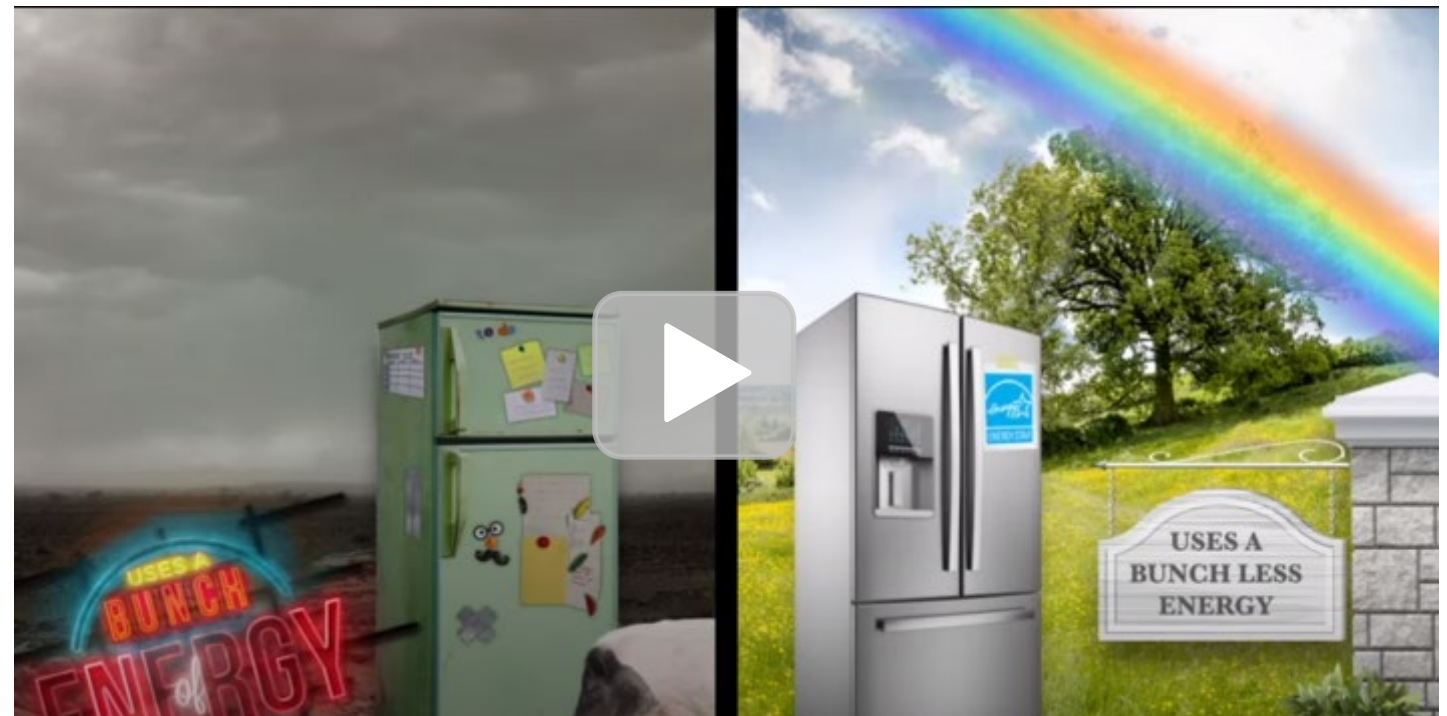
## Flip Your Fridge Video

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!

<https://youtu.be/cXnR4bjF-DI>

There is also a Spanish version available [here](#).





# 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](http://buff.ly/2xUKShO)

For more energy solutions, visit us online at: [buff.ly/2k4DJ26](http://buff.ly/2k4DJ26)

#CES #Energy #EnergyEfficiency #KnowledgelsPower



1:00 PM · Aug 14, 2019 · Buffer

**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://low.ly/Vm6b50p0pm4>. #EnergyEfficiency #FlipYourFridge



**Appalachian Power**  
@AppalachianPower

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](http://energystar.gov/flipyourfridge) for more info.



1 - Apr 15, 2019 - Sprinklr Publishing



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](http://www.energystar.gov/flipyourfridge).

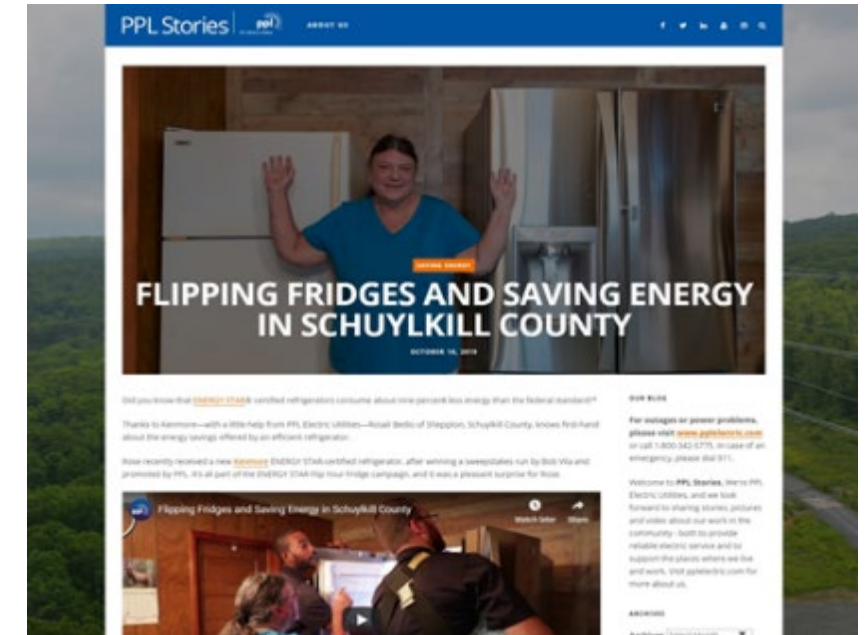
Flip Your Fridge to ENERGY STAR, the simple choice for energy efficiency!





# 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](http://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](http://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](http://bit.ly/312xxgs)



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



# BGE's Flip Your Fridge Contest

It's spring cleaning time, which means that old fridge has got to go. The BGE customer whose energy-eater gets the most votes wins a new ENERGY STAR® certified refrigerator!

Share a photo and you could win:

**GRAND PRIZE:** A brand-new ENERGY STAR® certified refrigerator!

**SECOND PRIZE:** A new outdoor grill

**THIRD PRIZE:** A YETI® cooler

ENTER NOW!



An Exelon Company

# BGE's Flip Your Fridge Contest Is Over!

But the fun goes on because everyone wins by recycling old appliances. **Get \$50** for an old, working fridge or freezer and **\$25** for an old room A/C unit or dehumidifier. Details at [BGERecycleMyOldFridge.com](http://BGERecycleMyOldFridge.com).

Find more ways to save energy and money at [BGESmartEnergy.com](http://BGESmartEnergy.com).





## 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](mailto:eeaccountmanager@energystar.gov).
- If you are a retail or manufacturer partner, please reach out to Jill Vohr, Consumer Marketing Team Lead, [Vohr.Jill@epa.gov](mailto:Vohr.Jill@epa.gov)