

ENERGY STAR[®]

Laundry Marketing & Materials Plan





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

ENERGY STAR Laundry Promotion

Marketing Materials Overview

Welcome to the ENERGY STAR Laundry 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 clothes washers and clothes dryers. Partners can also use these “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified clothes washers and clothes dryers with the “Better for You & the Planet” tagline.



SAVE ENERGY SAVE MONEY
Protect the Planet

Link to [ENERGY STAR Benefits Identifier](#)



LAUNDRY MADE BETTER
Better for You & the Planet

Link to [Laundry Made Better Identifier](#)



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Laundry Promotion Messaging

- The Laundry 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 clothes washers and clothes dryers across your outreach channels.
- Also includes new messaging about the benefits of front load washers.

Link to [Laundry Made Better Key Messaging](#)

ENERGY STAR® Laundry Promotion

Key Messaging

ENERGY STAR Laundry Messaging

- Clothes washers and dryers that have earned the ENERGY STAR deliver superior efficiency and performance by incorporating advanced features.
- ENERGY STAR certified clothes washers and dryers are about 25% and 20% more efficient, respectively, than standard models.
- Save about \$370 over the lifetime of an ENERGY STAR certified clothes washer and even more with an ENERGY STAR washer/dryer pair.

Promotional Messaging

- Make laundry better with ENERGY STAR – better for your clothes, better for you and your family, better for the environment.
 - Better for you – ENERGY STAR certified clothes washers and dryers save energy, which means that you will save on energy bills. Many are also equipped with advanced features that make cleaning and drying easier and more effective.
 - Better for the environment – Saving energy means that ENERGY STAR certified washers and dryers help protect the climate, which means that your kids and the planet will benefit for years to come.
 - Better for your clothes – ENERGY STAR clothes washers use a variety of sophisticated cleaning methods that are gentler on your clothes, while ENERGY STAR clothes dryers use less heat and sensor drying which reduces wear and tear on clothes from over drying.
- Go from laundry day to laundry YAY with an ENERGY STAR certified washer and dryer! Look for the ENERGY STAR label to save energy, money, and the planet.

ENERGY STAR Washers

- Clothes washers that have earned the ENERGY STAR use about 25% less energy and approximately 33% less water than standard models.
- Standard sized clothes washers that have been recognized as ENERGY STAR Most Efficient in 2021 use 43% less energy and 46% less water than the federal minimum. Small volume washers recognized as ENERGY STAR Most Efficient in 2021 use 24% less energy and 37% less water than the federal minimum.
- A new ENERGY STAR certified clothes washer will save you about \$35 a year on your utility bills compared to a standard model.
- Over the lifetime of the product, an ENERGY STAR certified clothes washer saves:
 - 1,000 kWh and more than 3.6 million BTUs of natural gas,

January 2021

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.

ENERGY STAR® Laundry Promotion

...ly 22,000 gallons of water,
...ly \$370 over the product's lifetime in utility bills.

...es washers sold in the U.S. were ENERGY STAR certified, we would save more billion each year and prevent more than 19 billion pounds of carbon pollution. This is equal to the emissions from 1.8 million vehicles.

...STAR certified clothes washers incorporate the following advanced features:

...multiple configurations – ENERGY STAR certified clothes washers are available in front-load or redesigned top-load configurations which include technology variations that help save energy and water.

...sophisticated wash systems – ENERGY STAR certified top-load machines clean clothing just like standard models without wasting water to fill up the tub. Instead, these machines use sophisticated wash systems to cycle clothes through a stream of water and detergent, allowing the clothes to be cleaned without using excess water or detergent.

...central agitator – Front-load machines tumble clothes through a small amount of water instead of rubbing clothes against an agitator, while advanced top-load machines lift and tumble clothes through a reduced stream of water. Both designs significantly reduce the amount of hot water and energy used in the wash cycle.

...high spin speeds – Efficient motors spin clothes two to three times faster to extract more water. Less moisture in the clothes means less time in the dryer and less energy spent drying clothes.

...gently clean your clothes – Front-load and advanced top-load clothes washers' sophisticated wash systems use a variety of methods to lift and tumble your laundry, softening the life of often-washed items. Additionally, because they are so gentle, ENERGY STAR models can safely clean silk, wool and other hand-washables.

Front Load Clothes Washers

...washers save water and energy with every load: Front-load washers use much less water tumbling clothes through a small amount of water instead of rubbing clothes against a agitator in a full tub of water. They also rinse clothes with repeated high-pressure streams of water instead of soaking them in a full tub of water. ENERGY STAR certified front-load washers use 45% less energy than top-load washers with agitators.

...front load washers clean better: A washer with an agitator does not get your clothes as clean as front load washers do not have agitators, but they typically feature flattened cone

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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Laundry Made Better Sample Social Media

- 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 Graphics](#)





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Partner Examples: Social Media

 **Unitil** 
@Unitil

Did you know that @ENERGYSTAR certified washers use up to 25% less energy and 33% less water than traditional models? Upgrade today and save money  and energy with every cycle!



Make Laundry Better
Replace your old clothes washer with an ENERGY STAR model to make laundry better for your clothes, your family, and the environment.
energystar.gov

8:46 AM - Jul 29, 2019 - Sprout Social

 **Con Edison** 
@ConEdison

Now is the perfect time to upgrade to @ENERGYSTAR appliances and we can help you save big. Visit conEd.com/ApplianceRebate to see a list of rebates on clothes washers, refrigerators, and more!
bit.ly/2GqV8BS #appliances #rebates #energyefficiency



0:01 368 views

 **PECO** 
@PECOconnect

#DYK that @ENERGYSTAR washers and dryers use 25% less energy and 33% less water than standard models? That's less waste for the environment and with PECO Rebates, more money in your wallet! Apply for rebates at PECO.com/rebates



11:00 AM · Aug 1, 2019 · Hootsuite Inc.



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Partner Examples: Social Media

UGI Utilities
@UGI_Utilities

#DKY If all clothes dryers sold in the US were @ENERGYSTAR certified, Americans would save more than \$1.5 billion each year in energy costs and prevent 22 billion lbs of annual greenhouse gas emissions! For more #EnergyTips, visit:



Energy Saving Tips - UGI Utilities
Wondering how you could save money with energy efficiency? Get energy saving tips for your home or business from ENERGY STAR® and start saving energy ...
ugl.com

2:10 PM · Aug 19, 2019 · Hootsuite Inc.

CenterPoint Energy
@energyinsights

See how @ENERGYSTAR certified laundry makes your laundry (and this dad) better - better for your clothes, better for you and your family, better for you and the environment. youtu.be/wCAYuy4mc00
#energyefficiency



11:00 AM · Nov 7, 2019 · Oracle Engage

DTE Energy
@DTE_Energy

Freshen up your child's favorite costume in a new @ENERGYSTAR washing machine. By upgrading, you use up to 25% less energy and 45% less water than standard models.

You can also save by taking a look at ow.ly/r4Fv50wyN4m to earn rebates!



2:10 PM · Oct 24, 2019 · Hootsuite Inc.



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Laundry Made Better Fact Sheet

- Use the Laundry Made Better Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified clothes washers and clothes dryers.
- 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 Fact Sheet](#)



LAUNDRY MADE BETTER
Better for You & the Planet
Learn more at energystar.gov/laundry



Make doing laundry better with ENERGY STAR. Clothes washers and dryers that have earned the ENERGY STAR deliver superior efficiency and performance by incorporating advanced features.

Better for You

ENERGY STAR certified clothes washers and dryers save energy, which means that you will save on energy bills. You could also benefit from the many rebates available for washers and dryers.

- Clothes washers that have earned the ENERGY STAR use about 25% less energy and about 33% less water.
- Clothes dryers that have earned the ENERGY STAR use approximately 20% less energy than standard models.
- Save \$370 over the lifetime of an ENERGY STAR certified clothes washer and even more with an ENERGY STAR washer/dryer pair.

Find and Compare

If you're considering a new clothes washer or dryer, start by visiting the ENERGY STAR Product Finder to see product details and compare pricing, plus find rebates and retailers near you. Visit energystar.gov/productfinder.

Better for the Environment

Saving energy means that ENERGY STAR certified washers and dryers help reduce your carbon footprint which means that your kids and the planet will benefit for years to come.

Did You Know?

If all clothes washers sold in the United States were ENERGY STAR certified, we would prevent more than 19 billion pounds of carbon pollution annually, equivalent to the emissions from 1.8 million vehicles. If all clothes dryers sold in the United States were ENERGY STAR certified, we would prevent more than 22 billion pounds of annual carbon pollution, equivalent to the emissions from 2 million vehicles.

Better for Your Clothes

Advanced features in clothes washers and dryers that have earned the ENERGY STAR help deliver superior cleaning and reduce wear and tear on your clothes.

ENERGY STAR certified clothes washers incorporate **sophisticated wash systems** that cycle clothes through a mixture of water and detergent, without wasting water to fill up the tub. Available in front load and advanced top load designs, both designs dramatically reduce the amount of hot water and energy used in the wash cycle. Efficient motors in models that have earned the ENERGY STAR spin clothes two to three times faster to extract more water. Less moisture in the clothes means less time in the dryer and less energy spent drying clothes.

ENERGY STAR certified clothes dryers incorporate features that combine less heat with **sensor drying** or **automatic cycle termination** to prevent over drying—saving you energy while reducing unnecessary wear and tear on your clothes. Many ENERGY STAR dryers also include convenient features, such as a **steam cycle** that can help save time on ironing clothes by preventing wrinkles.

Learn more about ENERGY STAR certified laundry at energystar.gov/laundry.



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Fatherhood: A Laundry Saga ENERGY STAR Certified Laundry Video

- Dads? Moms? See how ENERGY STAR certified laundry makes your laundry better - better for your clothes, better for you and your family, better for the environment. Use this fun video to engage your customers and educate about the benefits of asking for ENERGY STAR certified clothes washers and clothes dryers.
- Share the video on social media or embed it on your website!



[Link to Fatherhood Video](#)

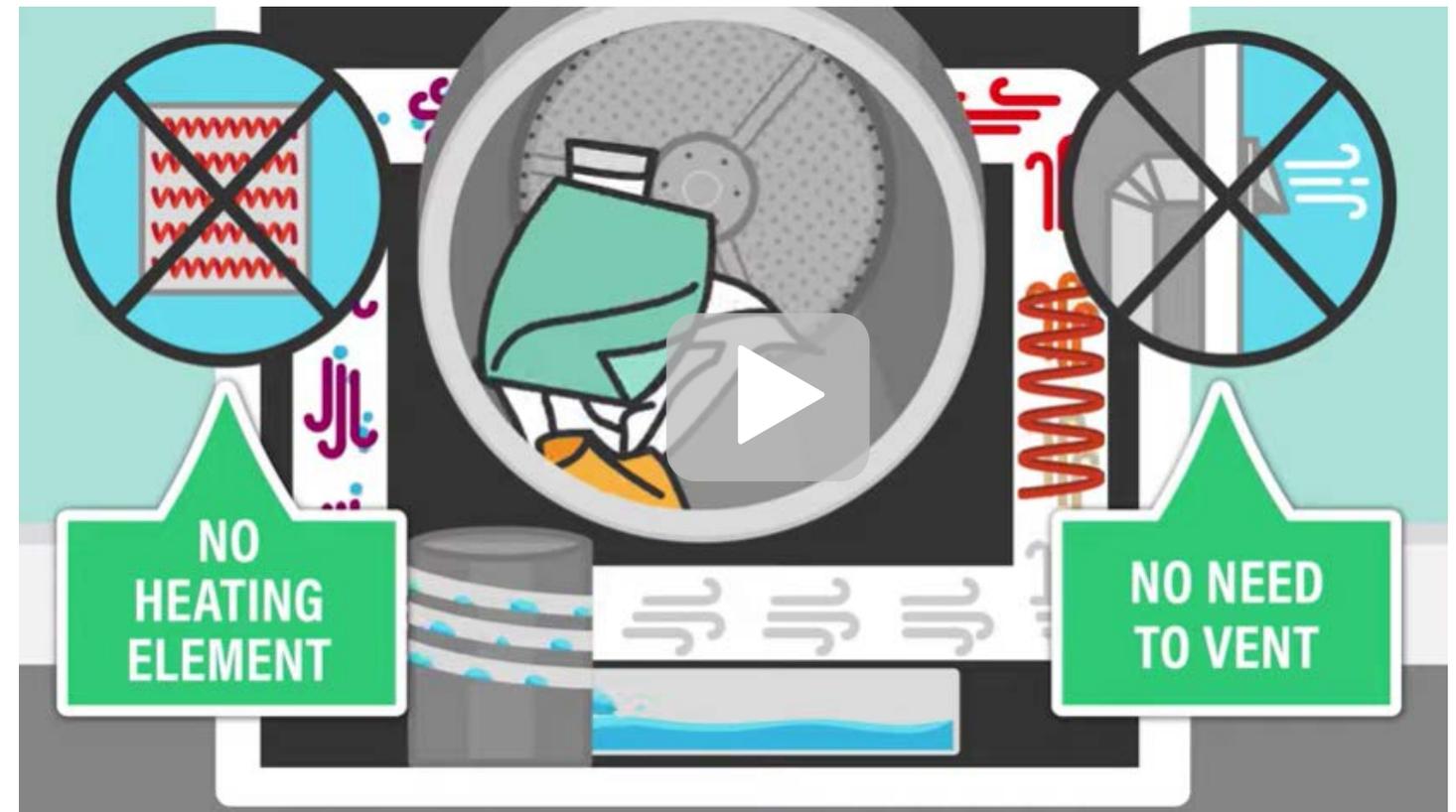


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Meet the Energy Saving Heat Pump Dryer Video

- See how this innovative technology uses 50% less energy, helping you save on your energy bills! Use this informative video to engage your customers and educate about the benefits of asking for ENERGY STAR certified heat pump clothes dryers.
- Share the video on social media or embed it on your website!

[Link to Heat Pump Dryer Video](#)





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Laundry Image Library

- Below are a number of images that EPA ENERGY STAR is leveraging as part of the Laundry Made Better 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.

Link to [Image Library](#)





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Partner Engagement Examples

Efficiency Vermont Promoting BobVila.com Contest

Efficiency Vermont
@EfficiencyVT

#DYK: @ENERGYSTAR certified clothes washers and dryers are up to 25% more efficient. Lock in those energy savings with @BobVila's ENERGY STAR laundry giveaway! Contest ends on TODAY June 7.



5 Ways to Make Laundry Day Better - Bob Vila
With so many of us juggling more responsibilities than ever, it's no wonder that folks find doing the wash such a drag. And all that sorting, washing, drying, and ...
@bobvila.com

3:00 PM · Jun 7, 2019 · AgoraPulse Manager

In-Store Signage from Texas Gas Service





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Partner Engagement Examples

NH Saves Digital Promotion – website, social media

CLOTHES WASHER

For Homes

The average American family washes about 300 loads of laundry each year. ENERGY STAR can help families cut their related energy and water costs. ENERGY STAR certified clothes washers use about 25% less energy and approximately 33% less water than regular washers.

They have a greater tub capacity which means you can wash fewer loads to clean the same amount of laundry. They are available in front-load and top-load models. ENERGY STAR top-load models utilize new technologies that do not require the tub to fill with water. They clean using sophisticated wash systems to flip or spin clothes through a stream of water. Many have sensors to monitor incoming water levels and temperature. They also rinse clothes with repeated high-pressure spraying instead of soaking them in a full tub of water.

ENERGY STAR Most Efficient 2020 is a distinction that recognizes products that deliver cutting edge energy efficiency along with the latest technological innovations. They represent the year's very best for energy savings and environmental protection. Models that have earned the EPA's "ENERGY STAR Most Efficient" designation are eligible for our higher tiered rebate.





Up to
\$50
rebate after purchase

[Click here](#) to install Acrobat reader to view and fill-out the Mail-in Form below.

[Mail-in Form](#) [Online Form](#)

Rebate must be postmarked or submitted online no later than January 31, 2021.

[f](#) [t](#) [in](#) [e](#)

Rebate Details

- \$25 rebate on ENERGY STAR® certified clothes washers
- \$50 rebate on ENERGY STAR® MOST EFFICIENT clothes washers

Model must be ENERGY STAR certified and listed on NHSaves qualified products list at the time of purchase.

Eligibility Requirements

- Clothes washer must be ENERGY STAR certified
- The ENERGY STAR certified clothes washer must be installed in a participating utility's service area
- Must be a residential electric customer of a participating New Hampshire utility



Reason #1 to buy ENERGY STAR® certified appliances: If everyone in the U.S. switched their washing machine to an ENERGY STAR® certified model, we would eliminate over 19 billion pounds of carbon emissions yearly. Learn the other reasons in our latest blog:



Save with Energy Star Washers and Dryers | NHSaves
Better performance. More efficient. ENERGY STAR certified clothes washers and dryers are built to save you money while ...
[nhsaves.com](#)

12:00 PM · Nov 7, 2019 · [Gain Platform](#)



Better for you, better for the environment, better for your clothes... ENERGY STAR® makes laundry better by providing ultra energy efficient clothes washers and dryers. Even better, we offer rebates! Give dad the gift of energy savings with our promotion!
[nhsaves.com/nh-rebates/](#)



EVERSOURCE **Liberty Utilities** **Unitil**

12:00 PM · Jun 13, 2019 · [Gain Platform](#)



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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.
- If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov.