

ENERGY STAR® Certified Laundry Marketing Toolkit





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Welcome to the ENERGY STAR Laundry 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

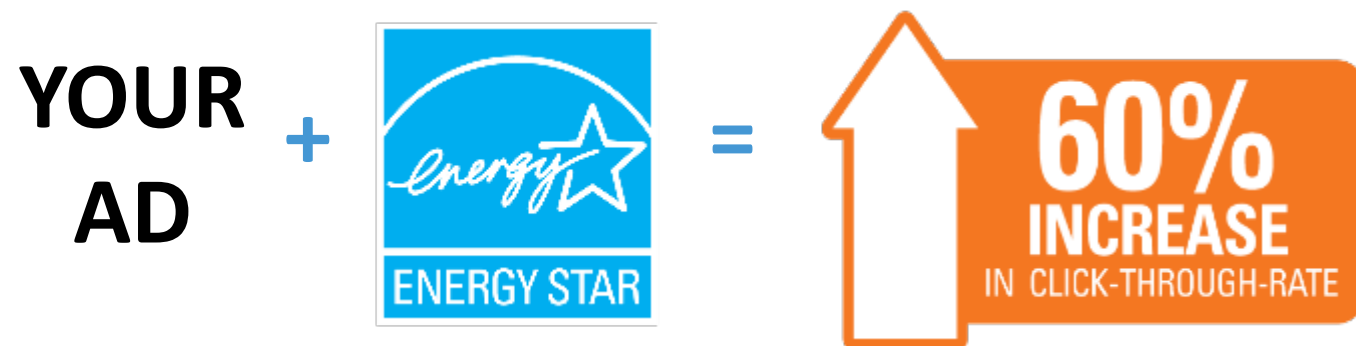
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ENERGY STAR Value

- 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](#).





Key Messaging

Why Choose ENERGY STAR – Clothes Washers

- Clothes washers that have earned the ENERGY STAR use about 30% less water and about 20% less energy than standard washers.
- ENERGY STAR certified front-load washers have efficient wash systems that use about 45% less energy and 50% less water than standard top load agitator washers.
- Compared to a standard front load model, an ENERGY STAR certified front load model will save you approximately \$510 over the lifetime of the product.
- Compared to a standard top load model, an ENERGY STAR certified model will save you approximately \$590 over the lifetime of the product.
- New ENERGY STAR certified clothes washers use advanced technology to dramatically reduce water use. Clothes washers that have earned the ENERGY STAR use 14 gallons of water per load, compared to the 20 gallons used by a standard machine. Each year, you could save about 2,000 gallons of water.
- Clothes washers with agitators can be rough on your clothes and put them through extra wear and tear. ENERGY STAR front load clothes washers have sophisticated wash systems that use a variety of methods to lift and tumble your laundry, lengthening the life of often-washed items. Additionally, because they are so gentle, many models can safely clean silk, wool, and other hand-washables.
- Standard sized clothes washers that have been recognized as ENERGY STAR Most Efficient in 2023 use 43% less energy and 46% less water compared to the federal minimum.



Key Messaging

Why Choose ENERGY STAR – Dryers

- ENERGY STAR certified clothes dryers deliver superior efficiency and performance by incorporating advanced features – using 20% less energy than standard models.
- Clothes dryers that have been recognized as ENERGY STAR Most Efficient in 2023 use 28% – 43% less energy compared to the federal minimum.
- ENERGY STAR clothes dryers can help you save energy by using automatic termination to help detect when your clothes are dry. This feature also prevents wear and tear on your clothes from over-drying.
- ENERGY STAR clothes dryers generally use lower temperatures than standard clothes dryers, which helps to protect your clothes.
- Many ENERGY STAR certified dryers have a delayed start feature, which gives you the option of setting the dryer to begin according to your schedule. In some cases, delaying the start of the dryer could save energy costs if your utility offers time of use (TOU) pricing.
- Many ENERGY STAR dryers also include convenient features, such as a steam cycle that can help save time on ironing clothes by preventing wrinkles.



Key Messaging

Why Choose ENERGY STAR – Heat Pump Dryers

- For even more savings, consider ENERGY STAR certified heat pump dryers - they are the most energy-efficient type of dryer on the market and use almost 30% less energy than a conventional clothes dryer. Consumers with high clothes dryer usage and high electricity rates have the potential for large energy and cost savings.
- Heat pump dryers have gotten better at drying loads in less time – saving both time and energy.
- A heat pump dryer is more efficient because it works as a closed loop system and heats the air to remove moisture from the clothes, then reuses that air once the moisture is removed. Rather than releasing moist air through a dryer vent to the exterior of the home as a conventional dryer does, a heat pump dryer passes humid air in the dryer drum through a condenser to remove the moisture without losing too much heat. The condensed moisture (water) from the drum is drained or emptied out of a holding tank in the dryer.



Key Messaging

Buying Guidance – Washers

- ENERGY STAR certified models are available in various product widths and drum capacities. Think about where you want to place your clothes washer and whether you typically run small or large loads. ENERGY STAR certified models are also available in stackable, under-the-counter designs, and combination washer-dryer designs which fit in smaller spaces.
- Save the most by choosing a model with a high Integrated Modified Energy Factor (IMEF) and a low Integrated Water Factor (IWF).
 - IMEF is a measure of energy efficiency that considers the energy used by the washer during the cycle and while on standby, the energy used to heat the water, and the energy used to run the dryer. The higher the IMEF, the more energy efficient the clothes washer.
 - IWF is a measure of water efficiency in gallons of water consumed per cubic foot of capacity. The lower the IWF, the more water efficient the clothes washer. Both IMEF and IWF are provided for each model listed in the ENERGY STAR Product Finder.



Key Messaging

Buying Guidance – Dryers

- If you are replacing a dryer, consider how much laundry you dry each week. The drum needs to be large enough to allow a full load from the washer to tumble freely, with enough space left over for hot air to circulate.
- It may be beneficial to purchase a matching washer and dryer, as manufacturers normally design these pairs to work together with the same sized load.
- Choose an ENERGY STAR certified dryer model with a high Combined Energy Factor (CEF) - which is a measure of energy efficiency that reflects the energy use of the clothes dryer. The higher the CEF, the more energy efficient the clothes dryers. You can find and compare the CEF for all certified dryer models using the ENERGY STAR Product Finder.
- ENERGY STAR certified heat pump dryer models are available from brands including Asko, Beko, Blomberg, LG, Miele, Samsung, and Whirlpool.

Additional Tips


- Many utility companies offer incentives toward the purchase of an ENERGY STAR certified washer or dryer. Check out www.energystar.gov/rebatefinder for details.



Laundry Factsheet

- Use the laundry product factsheet 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 logo.

Link to [Download Laundry Factsheet](#)



ENERGY STAR® Certified Washers & Dryers

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 20% less energy and about 30% less water.
- Clothes dryers that have earned the ENERGY STAR use approximately 20% less energy than standard models.
- Save about \$550 over the lifetime of an ENERGY STAR certified clothes washer and even more with an ENERGY STAR washer/dryer pair.

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. Front load models are available in various product widths and drum, including stackable, under-the-counter designs, and combination washer-dryer designs which fit in smaller spaces. 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.

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/laundry.

Laundry 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



Link to [Download Social Media Graphics](#)



Laundry Social Media

Sample Post Text

Make laundry day about fresh clean socks 🧦 and a fresh clean planet 🌍 with @ENERGYSTAR certified washers and dryers. www.energystar.gov/laundry

Parenthood, and the laundry that goes with it, never stops. But with an @ENERGYSTAR certified washer and dryer, laundry day just got better—for you (your 🧺, 🧦, your 💰, and our planet 🌍). www.energystar.gov/laundry

Go from laundry day to laundry YAY (or at least laundry okay) with an @ENERGYSTAR certified washer and dryer! Look for the ENERGY STAR label to save energy, money, and the planet. www.energystar.gov/laundry

Make doing your chores easier on your bills! @ENERGYSTAR certified clothes washers and dryers are 20% more efficient than standard models. www.energystar.gov/laundry

Fatherhood is hard. Doing your laundry shouldn't make it harder. Save about \$550 over the lifetime of an @ENERGYSTAR certified clothes washer and even more with an ENERGY STAR washer/dryer pair. <https://youtu.be/wCAYuy4mc00>

Save water and energy with an @ENERGYSTAR washer/ dryer pair. Take advantage of a rebate and save even more on the cost! www.energystar.gov/laundry

Heat pump dryers are the best dryers for the environment and those that have earned the @ENERGYSTAR use about 20% less energy than standard dryers. Learn how this innovative technology saves you energy and money: <https://www.youtube.com/watch?v=zw183KZQNwc&feature=youtu.be>

Tech alert! @ENERGYSTAR certified heat pump dryers use advanced technology that uses about 50% less energy than a standard electric dryer, and the ventless models can be installed almost anywhere! https://www.energystar.gov/products/heat_pump_dryer

Ready to clean smarter? @ENERGYSTAR certified clothes washers save energy by incorporating sophisticated wash systems that are gentle on your clothes, and high spin speeds for less drying time. Find the model that's right for you, plus local retailers and rebates. <https://www.energystar.gov/productfinder/product/certified-clothes-dryers/results>





Laundry Social Media

Sample Post Text

The average American family washes about 300 loads of laundry each year, but using an old, standard washer costs about twice as much. Are your chores costing you more than you think? <https://www.energystar.gov/productfinder/product/certified-clothes-dryers/results>

With sophisticated, energy-saving cleaning methods, clothes washers and dryers that earn the @ENERGYSTAR are better for you, your clothes, and the environment. <https://www.energystar.gov/productfinder/product/certified-clothes-dryers/results>

Stains and spills happen but wasting energy doesn't have to. Clothes washers that have earned the @ENERGYSTAR use about 30% less water and about 20% less energy. <https://www.energystar.gov/productfinder/product/certified-clothes-washers/results>

Clothes dryers that earn the @ENERGYSTAR use advanced features like sensor drying and automatic cycle termination to save you energy and prevent your clothes from over-drying. <https://www.energystar.gov/productfinder/product/certified-clothes-dryers/results>

Today we'll be sharing a few facts about front-load clothes washers that may debunk some ideas you've had about them in the past. Follow along and learn why you may want to consider a front-load washer the next time you need to replace your machine.

Fact 1: Front-load washers use much less water by tumbling clothes through a small amount of water instead of rubbing clothes against an agitator in a full tub of water. They also rinse clothes with repeated high-pressure spraying instead of soaking them in a full tub of water.

Fact 2: Front-load washers clean better. They feature flattened cone shapes at the back of the drum, as well as vanes around the drum to help tumble your clothes without an agitator. This provides a gentler wash for your laundry and less wear and tear on your clothes.

Fact 3: Front-load washers can clean more clothes at once. They typically have a larger drum, and with no agitator taking up space, they can handle more laundry—between 15 and 20 pounds of laundry in 4.5 cubic feet of space! www.energystar.gov/laundry

@ENERGYSTAR certified front-load washers are 50% more water efficient than top-load washers with agitators. Front load washers also use about 50% less energy than top load washers with agitators. Learn more here. www.energystar.gov/laundry





Laundry Social Media Graphics

Link to [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.





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!

<https://youtu.be/wCAYuy4mc00>

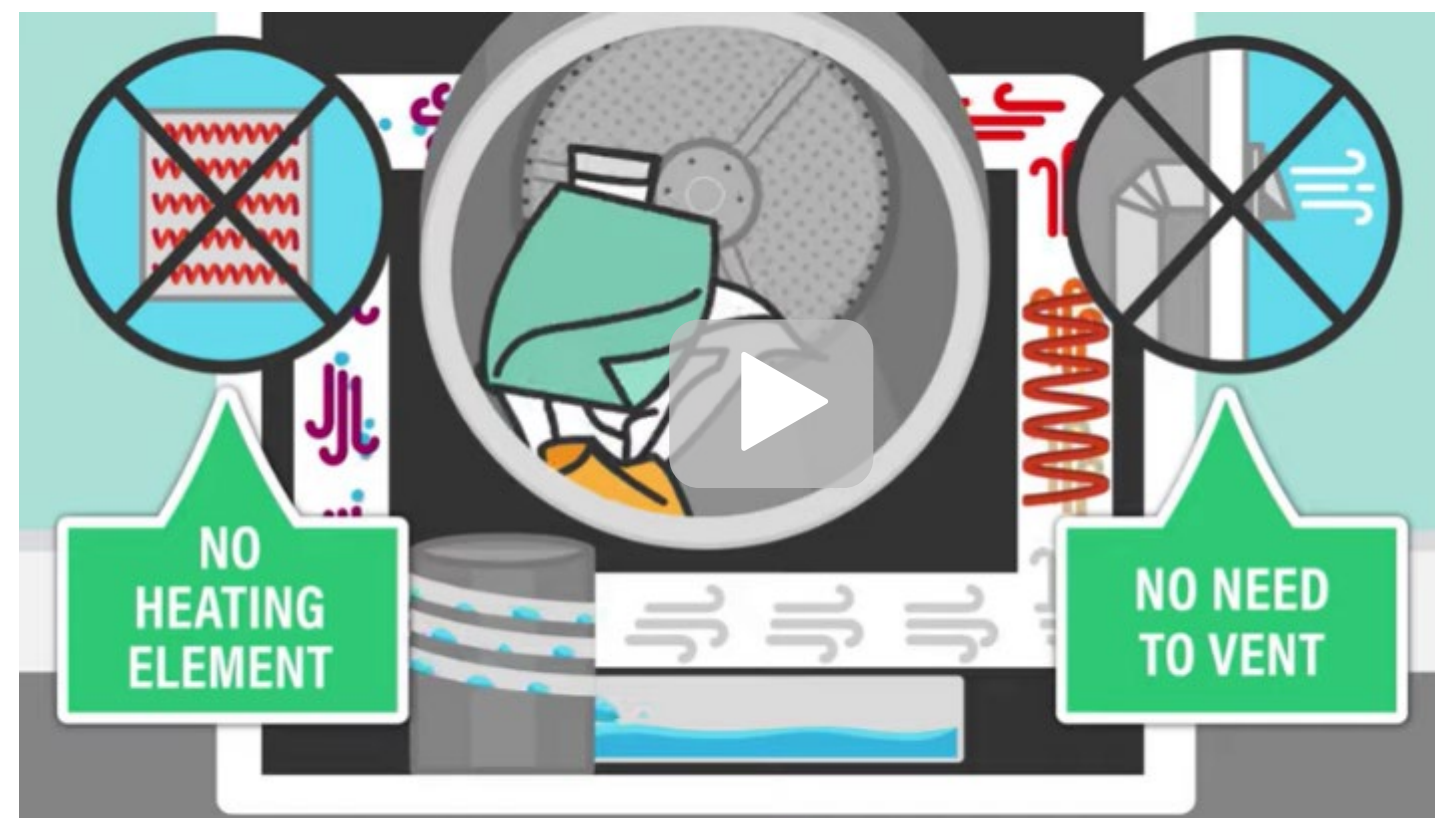


Meet the Energy Saving Heat Pump Dryer Video

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!

<https://youtu.be/zw183KZQNwc>



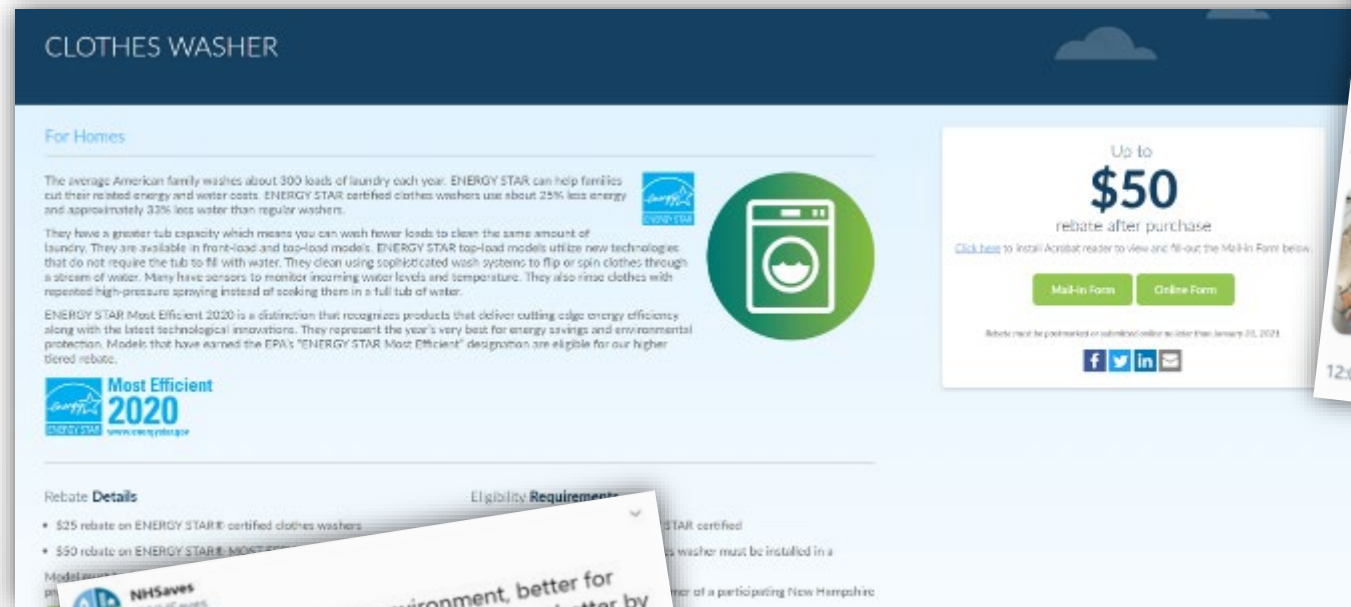


Partner Engagement Examples

NH Saves Digital Promotion



Efficiency Vermont Promoting BobVila.com Contest



In-Store Signage from Texas Gas Service



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!

8:46 AM · Jul 29, 2019

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

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.

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

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

UGI Utilities @UGI_Utilities

#DYK 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... @ugi.com

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



Questions & Additional Information

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

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