ENERGY STAR®
Pool Pumps Marketing & Materials Plan
Welcome to the ENERGY STAR certified pool pumps 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.
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 pool pumps. Partners can also use these “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified pool pumps.

Link to ENERGY STAR Benefits Identifier
Link to Savings Splash Identifier
Pool Pumps Messaging

- The pool pumps 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 pool pumps across your outreach channels.

Link to Pool Pumps General Messaging
Pool Pumps 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
Pool Pumps Fact Sheet

- Use the Pool Pumps Fact Sheet to engage pool service companies and/or retailers/other distributors to educate them on the energy and rebate savings and incent marketing to pool owners.

- 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 Factsheet
Pool Pumps Infographics

- Use Pool Pumps Infographics throughout digital media, including social, online articles, and on your web pages.
  - Infographics include one comprehensive graphic as well as 5 individual graphics focused on each one of the key topics.
  - Topics include energy savings and utility expenses, greenhouse gas emissions reductions, buying guidance and when to purchase a new pool pump.

Link to Infographic Files
Pool Pumps Infographics 2

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[Link to Infographic Files]
Pool Pump Video

- Watch your pool swoon over savings with ENERGY STAR! Use this fun video to engage your customers and educate about the benefits of asking for ENERGY STAR certified videos.
- Share the video on social media or embed it on your website!

Link to Video
Pool Pumps Web Buttons

- Use the Pool Pumps Web Buttons to feature on your website and link to relevant pages.
  - You can use them as is with embedded links to energystar.gov/poolpumps or embed links to your own relevant Web pages.

Link to Web Buttons and Widgets
Pool Pumps Educational Widgets

- Widgets are independent web applications that you can integrate into your web pages to educate your audiences about the benefits of pool pumps.
  - Use these widgets as is with embedded links to energystar.gov/poolpumps or embed links to your own relevant Web pages.

Link to Web Buttons and Widgets
Pool Pumps Image Library

- Below are a number of images that EPA ENERGY STAR is leveraging as part of the pool pumps 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
Partner Engagement Examples

Pepco Co-branded factsheet

TEP website links to infographic

Energy-efficient pools

Receive a $195 instant rebate on a quiet and efficient variable-speed pump.

Replacing your older, single-speed pool pump with an energy efficient variable-speed pump will reduce your energy costs while still keeping your pool sparkling clean. It’s 65 percent more energy efficient than a standard pump, potentially saving you $445 or more per year in energy costs.

Unlike standard pumps, which operate on high speed all of the time, variable-speed
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.