

# ENERGY STAR® Certified Room Air Cleaner Marketing Toolkit





# ENERGY STAR Certified Room Air Cleaner

## Marketing Toolkit

Welcome to the ENERGY STAR Room Air Cleaner 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 Marks](#)
- [Messaging](#)
- [Social Media Posts](#)
- [Social Media Graphics](#)
- [Digital Graphics](#)
  - [Web Banners](#)
  - [Web Buttons](#)
  - [Links for Digital Graphics](#)
- [Ask the Expert](#)

A promotional banner for ENERGY STAR Certified Room Air Cleaners. The background shows a woman and a child sitting on a couch. The banner includes the ENERGY STAR logo, the title "Choose an ENERGY STAR® Certified Room Air Cleaner", and three key benefits: "INDEPENDENTLY CERTIFIED", "SAVE ENERGY", and "PROTECT THE PLANET", each with a brief description.

**Choose an ENERGY STAR® Certified Room Air Cleaner**

**INDEPENDENTLY CERTIFIED** Room air cleaners that have earned the ENERGY STAR label come in a number of sizes and clean air delivery rates so you can select the best air cleaner for your room size and contaminant of concern.

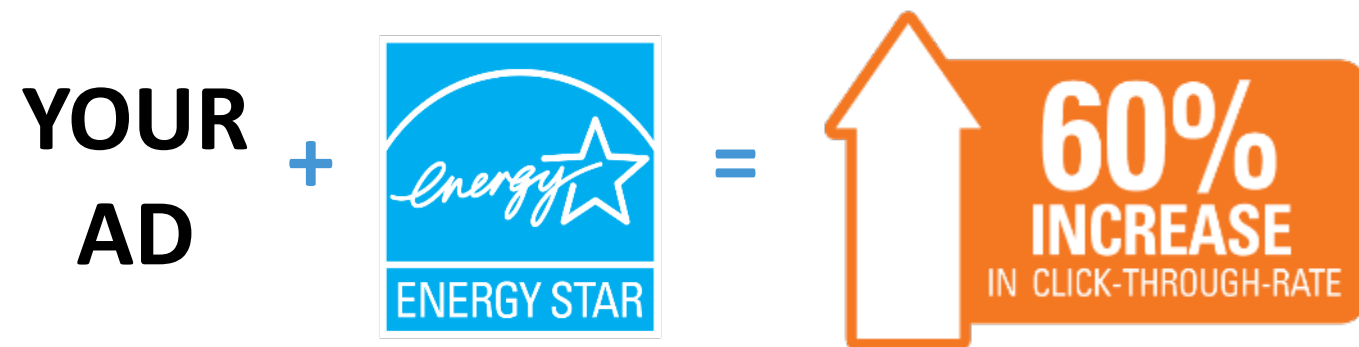
**SAVE ENERGY** Certified models are 25% more energy efficient than standard models.

**PROTECT THE PLANET** If all air cleaners sold in the U.S. were ENERGY STAR certified, we would prevent greenhouse gas emissions equivalent to nearly 900,000 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](#).





## Room Air Cleaner Messaging

### Why Choose ENERGY STAR?

- Air cleaners that earn the ENERGY STAR label are independently certified based on testing in an EPA-recognized lab to ensure they save energy and money without sacrificing performance.
- Room air cleaners that are ENERGY STAR certified are more than 25% more energy efficient than standard models, helping you save on energy bills while also reducing the greenhouse gas emissions that cause climate change.
- An ENERGY STAR certified air cleaner is over 25% more energy-efficient than standard models, saving consumers about 120 kWh/year and \$18 annually on utility bills. These savings could add up to \$130 over its lifetime.
- ENERGY STAR certified room air cleaners measure energy efficiency by using a CADR-to-watt ratio, which means they deliver the same amount of filtered air as a standard model while using less energy.





## Room Air Cleaner Messaging

### Buying Guidance for Room Air Cleaners

- Portable air cleaners are designed to filter air in a single room or area and are great for removing pollutants that can affect human health. Some of these pollutants come from outdoors, and others come from indoor sources and activities, such as cooking, cleaning, secondhand smoke, building materials, consumer products, and home furnishings.
- Make sure to choose the right room air cleaner for your needs by considering the square footage of the room where you will place the air cleaner. Larger models of air cleaners use more energy, so choose a model that is sized appropriately to fit your space.
- Clean Air Delivery Rate (CADR) measures how quickly a unit delivers filtered air. The higher the CADR, the more quickly the room air cleaner filters the air and the larger area it can serve. When purchasing an air cleaner, refer to the following table for guidance on how to choose the right size for your needs.



## Room Air Cleaner Messaging

Portable Air Cleaner Sizing for Particle Removal						
Room area (square feet)	100	200	300	400	500	600
Minimum CADR (cfm)	65	130	195	260	325	390

### 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 room air cleaners so you can find the right product for your needs. Visit the [ENERGY STAR Product Finder](#) for more information.

## Room Air Cleaner 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](#)





## Room Air Cleaner Social Media

### Sample Social Media

**Room Air Cleaner:** Allergy season is approaching and air pollutants like pollen can make their way into your home. If you're in the market for a room air cleaner, look for the ENERGY STAR! Room air cleaners that have earned the ENERGY STAR are over 25% more energy efficient than standard models. [https://www.energystar.gov/products/air\\_cleaners](https://www.energystar.gov/products/air_cleaners)

**Room Air Cleaner:** You can maximize your energy savings with an ENERGY STAR certified room air cleaner that is properly sized for and situated in the room where you use it. Find more tips on sizing, placement, and understanding clean air delivery rates. [https://www.energystar.gov/products/air\\_cleaners](https://www.energystar.gov/products/air_cleaners)

**Room Air Cleaner:** If you want to make the most of your energy savings with an ENERGY STAR certified room air cleaner, make sure you break out the tape measurer – larger models use more energy, so checking the square footage of your space is key to buying the right size model to maximize your energy savings. [https://www.energystar.gov/products/air\\_cleaners](https://www.energystar.gov/products/air_cleaners)



## Room Air Cleaner Social Media

### Sample Social Media

**Ask the Expert – Room Air Cleaner:** If you're thinking about purchasing a room air cleaner, ENERGY STAR has all the info you need to learn #HowTo choose the right product for your home. Certified models are 25% more energy efficient than standard models. #AskENERGYSTAR <https://www.energystar.gov/products/ask-the-experts/how-to-choose-a-room-air-cleaner>

**Ask the Expert – Room Air Cleaner:** Are you considering an air cleaner for your home, but not sure what terms like clean air delivery rate or air changes per hour mean? Get the latest buying guidance from the experts at ENERGY STAR to find model that fits your needs and saves energy.#AskENERGYSTAR <https://www.energystar.gov/products/ask-the-experts/how-to-choose-a-room-air-cleaner>

**Ask the Expert – Room Air Cleaner (wildfire):** If you live in an area prone to wildfires, an ENERGY STAR certified room air cleaner can be part of a mitigation strategy to help protect your indoor air quality. Learn more about #HowTo find the right air cleaner and other tips for maintenance.#AskENERGYSTAR <https://www.energystar.gov/products/ask-the-experts/an-air-cleaner-can-be-helpful-in-high-risk-wildfire-areas>





# Room Air Cleaners – Social Graphics

[Link to Download Graphics.](#)







## Room Air Cleaners – Social Graphics Cont.

**Choose an ENERGY STAR® Certified Room Air Cleaner**

**INDEPENDENTLY CERTIFIED** Room air cleaners that have earned the ENERGY STAR label come in a number of sizes and clean air delivery rates so you can select the best air cleaner for your room size and contaminant of concern.

**SAVE ENERGY** Certified models are 25% more energy efficient than standard models.

**PROTECT THE PLANET** If all air cleaners sold in the U.S. were ENERGY STAR certified, we would prevent greenhouse gas emissions equivalent to nearly 900,000 vehicles.

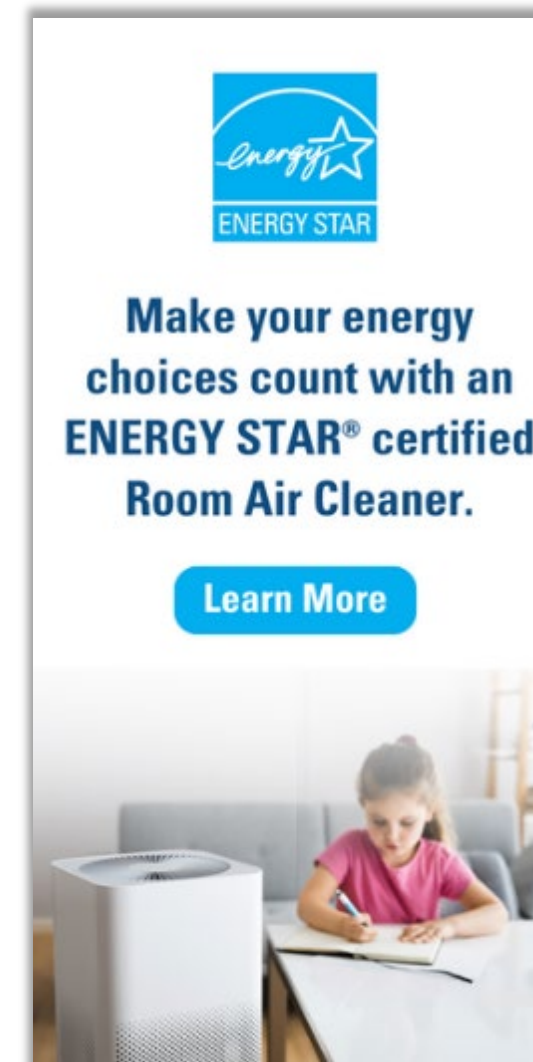
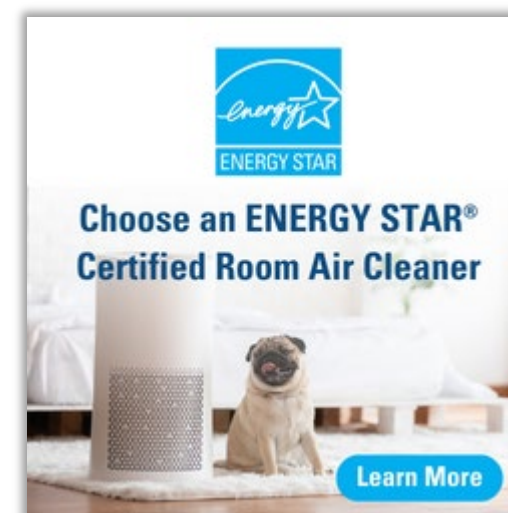
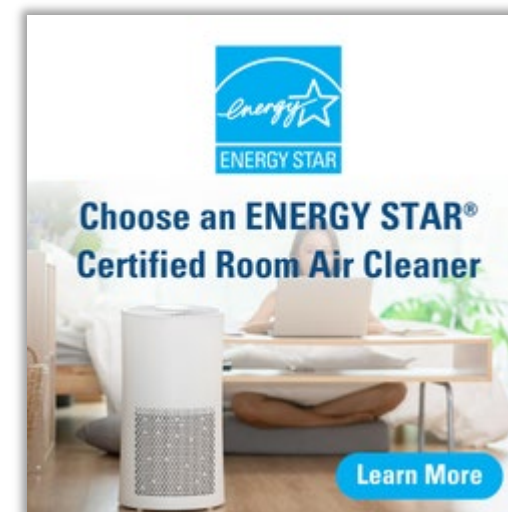


Downloadable GIF



## Room Air Cleaner 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 Room Air Cleaner.

Choose an ENERGY STAR® Certified Room Air Cleaner.

Choose an ENERGY STAR® Certified Room Air Cleaner.

Choose an ENERGY STAR® Certified Room Air Cleaner.

Choose an ENERGY STAR® Certified Room Air Cleaner.





# Web Buttons


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




**Choose an ENERGY STAR®  
Certified Room Air Cleaner**




[Learn More](#)



**Choose an ENERGY STAR®  
Certified Room Air Cleaner**





[Learn More](#)





**Make your energy  
choices count with an  
ENERGY STAR® certified  
Room Air Cleaner.**

[Learn More](#)

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**Choose an ENERGY STAR®  
Certified Room Air Cleaner**



[Learn More](#)



## Suggested Links for Digital Graphics

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

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





# Ask the Expert: How to Choose a Room Air Cleaner

- Learn how a room air cleaner works and what to consider in choosing a model that is right for you. Learn how to find the appropriate Clean Air Delivery Rate, importance of a model's air changes per hour, and more buying guidance. Choosing the right air cleaner unit will help you save energy, while removing common indoor air pollutants.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How to Choose a Room Air Cleaner](#)



[Link to Download Ask the Expert identifier](#)



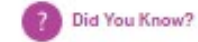
Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.



How-To



Q & A



Did You Know?



Innovation & Tech



## Related Stories

- Save Energy with Smart Home Products
- Get Federal Tax Savings and Other Rebates for Energy Efficiency Home Upgrades
- How to Save Electricity During Peak Demand Conditions

### How to Choose a Room Air Cleaner

Clean air is not just important for the outdoor environment, it is important for your indoor living space. Follow the guidance below to help you choose the right room air cleaner.

#### Why Should I Buy a Room Air Cleaner?

Choosing the right portable room air cleaner (or air purifier) can help improve indoor air quality for you and your family. Indoor air contains pollutants that can affect human health and cause symptoms such as asthma and allergies. Some pollutants, such as wildfire smoke and pollen, can come from outdoors. Other pollutants are emitted from indoor sources and activities, such as cooking, cleaning, secondhand smoke, building materials, consumer products, and home furnishings. The best way to improve indoor air quality is to reduce sources of pollutants and to ventilate with clean outdoor air. However, using a portable air cleaner can help improve indoor air quality. When used properly and combined with other best practices recommended by CDC and other public health agencies, room air cleaners can also help reduce airborne pathogens in a home, such as the virus that causes COVID-19 [1]

For guidance about what to look for when choosing an air cleaner for your home, check out the steps below.

#### How Does a Room Air Cleaner Work?

Room air cleaners can use a variety of filtration methods to purify your indoor air. Many models use fans along with a combination of filters, such as High Efficiency Particulate Air (HEPA) filters, that catch particles, and filters designed to remove gases, such as activated carbon filters. Others use electrostatic filters or precipitators that attract particles to purify the air.

Some air cleaners have an auto-setting, using sensors to adjust the speed of filtration in a space. Other models offer multiple speed settings that users manually select to choose the speed at which the air is filtered. Higher fan speeds and longer run times will increase the amount of air filtered, which will typically increase the amount of clean air [2]. With long run times comes significant energy use, making it even more important to find an energy-efficient model to save money while cleaning your indoor air.

In addition, some units are marketed as having quiet operation because they do not have a fan. However, units that do not have a fan are typically much less effective [3].

#### What Should I Consider in Purchasing a Room Air Cleaner?

##### 1. Find Your Room Size

Portable room air cleaners are designed to filter the air in a single room or area. Because there are many sizes of room air cleaners, determine the square footage of the room where you will use the room air purifier most often. Many devices specify a Clean Air Delivery Rate (CADR). Following the table in the next section, you can select a model with the CADR that aligns with the square footage of your room. Larger models use more energy, so unless you experience frequent, high air pollution events like wildfire smoke, choose a model that is sized appropriately to fit your room for the most efficient air purification. Oversizing your room air cleaner can result in paying a higher initial cost and increased operating costs (from increased energy consumption to more expensive filter replacement).

##### 2. Review the Clean Air Delivery Rate

The CADR measures how quickly a unit delivers filtered air and can be used to measure the performance of a room air cleaner. The higher the CADR, the larger the area the air cleaner can serve. It is important to select a room air cleaner specific for your room size. A general rule to consider is the "2/3 rule" – find an air cleaner with a CADR that is at least 2/3 the square footage of the space. Use the table below to help estimate which air cleaner is right for your home.

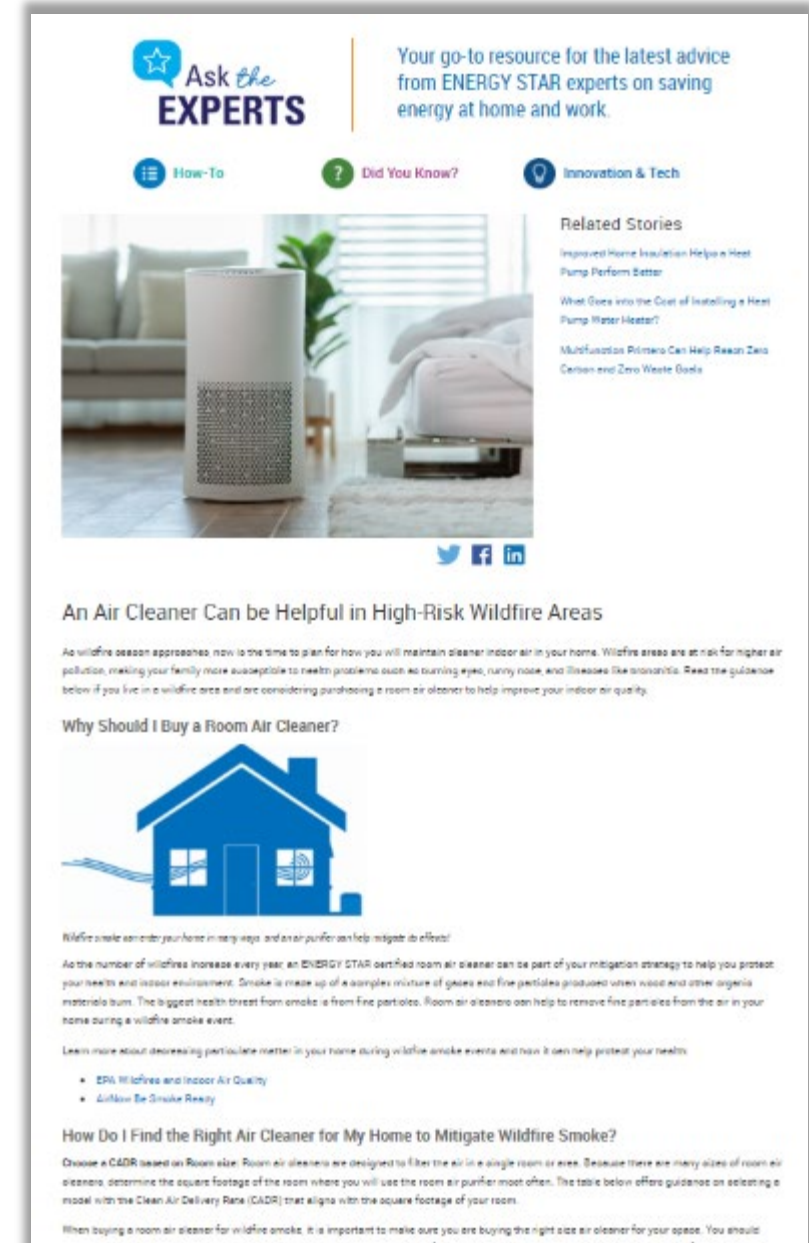


# Ask the Expert: An Air Cleaner can be Helpful in High-Risk Wildfire Areas

- Learn how a room air cleaner can help to improve indoor air quality. Learn how to find the appropriate air cleaner for your household if you live in a climate that is at risk for wildfires. Choosing the right air cleaner unit will help you save energy, while removing air pollutants from your indoor air.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [An Air Cleaner Can be Helpful in High-Risk Wildfire Areas](#)



[Link to Download Ask the Expert identifier](#)



The screenshot shows the 'Ask the Experts' article page. At the top, it says 'Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.' Below this are three navigation tabs: 'How-To', 'Did You Know?', and 'Innovation & Tech'. The main content area features a large image of a white room air purifier in a living room. To the right of the image is a 'Related Stories' section with three links: 'Improved Home Insulation Helps a Heat Pump Perform Better', 'What Goes into the Cost of Installing a Heat Pump Water Heater?', and 'Multifamily Projects Can Help Reach Zero Carbon and Zero Waste Goals'. Below the image are social media icons for Twitter, Facebook, and LinkedIn. The article title is 'An Air Cleaner Can be Helpful in High-Risk Wildfire Areas'. The text below the title explains that as wildfire season approaches, it's time to plan for maintaining cleaner indoor air. It notes that wildfire areas are at risk for higher air pollution, which can cause health problems like burning eyes, runny nose, and illnesses like bronchitis. It encourages readers to read the guidance below if they live in a wildfire area and are considering purchasing a room air cleaner to help improve indoor air quality. The article then asks 'Why Should I Buy a Room Air Cleaner?' and features an icon of a house with smoke coming out. The text explains that wildfire smoke enters homes in many ways and an air purifier can help mitigate its effects. It states that as the number of wildfires increases every year, an ENERGY STAR certified room air cleaner can be part of a mitigation strategy to help protect health and indoor environment. Smoke is made up of a complex mixture of gases and fine particles produced when wood and other organic materials burn. The biggest health threat from smoke is from fine particles. Room air cleaners can help to remove fine particles from the air in your home during a wildfire smoke event. It then provides links to 'Learn more about decreasing particulate matter in your home during wildfire smoke events and how it can help protect your health' and 'EPA Wildfires and Indoor Air Quality' and 'Don't Be Smoke Ready'. The article then asks 'How Do I Find the Right Air Cleaner for My Home to Mitigate Wildfire Smoke?' and explains that you should choose a CADR based on room size. Room air cleaners are designed to filter the air in a single room or area. Because there are many sizes of room air cleaners, determine the square footage of the room where you will use the room air purifier most often. The table below offers guidance on selecting a model with the Clean Air Delivery Rate (CADR) that aligns with the square footage of your room. It concludes by stating that when buying a room air cleaner for wildfire smoke, it is important to make sure you are buying the right size air cleaner for your space. You should:



## 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 Leslie Jones, Labeled Products Content Manager at [Jones.Leslie.A@epa.gov](mailto:Jones.Leslie.A@epa.gov)