



# **ENERGY STAR® Clothes Dryers**

## **Opportunities in a *Dryer* World: Status and Future Plans**

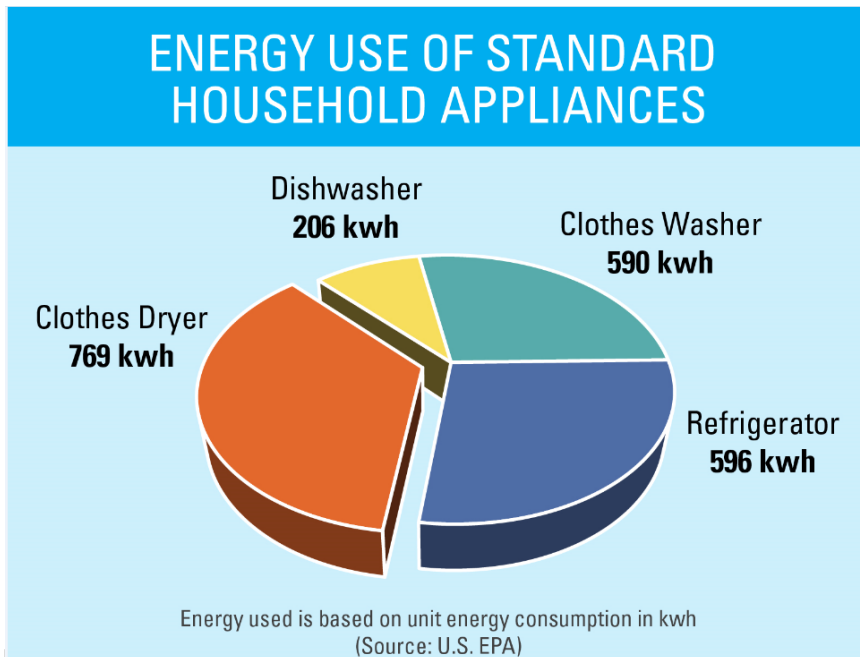
**Peter Banwell, U.S EPA**

ENERGY STAR Products Partner Meeting

October 27, 2014

# ENERGY STAR Clothes Dryers, the Opportunity

- Dryers are the **largest energy-using appliances in the home**
- Savings Opportunity – If all dryers sold in the U.S. were ENERGY STAR...
  - Americans could **save \$1.5 billion in utility costs** each year
  - Prevent greenhouse gas emissions equivalent to **2 million vehicles**

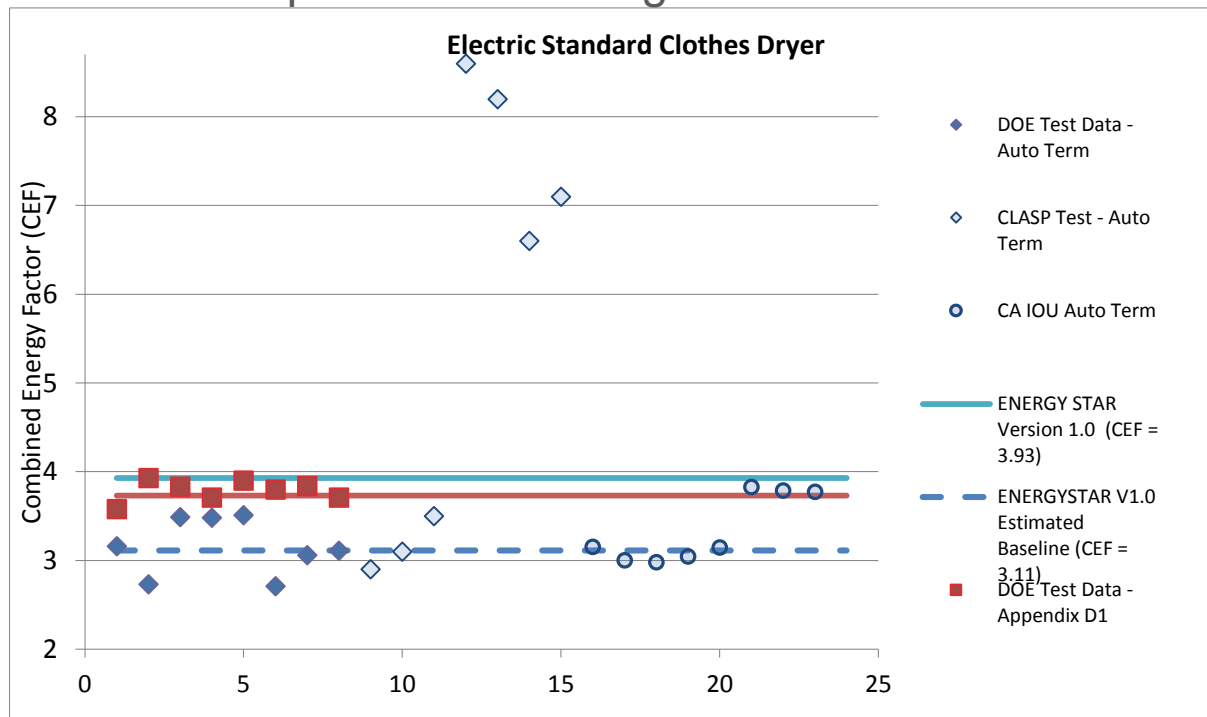


The screenshot shows the ENERGY STAR website page for 'Clothes Dryers for Consumers'. The page includes a search bar, navigation links, and a 'Did you know' section. The 'Did you know' section states: 'Clothes dryers use more energy than any other household appliance, contributing to higher energy bills and unwanted carbon pollution.' The 'RESOURCES' section includes links for 'Find a Store' and 'Special Offers'. The 'RELATED PRODUCTS' section lists: 'Air Purifiers (Cleaners)', 'Clothes Washers', 'Dehumidifiers', 'Dishwashers', 'Freezers', 'Refrigerators', and 'Water Coolers'. A '20th Anniversary Badge' is also visible.



## ENERGY STAR Dryer Resources – Savings Methodology

- EPA developed a **modified baseline** to account for the differences in test methods being used by U.S Department of Energy and the ENERGY STAR program.
- Baseline modification is informed by test data gathered by DOE in their test method development rulemaking





# ENERGY STAR Clothes Dryer Resources – Certified Products

**Type**

- Electric Clothes Dryer (30)
- Gas Clothes Dryer (6)
- Do not filter

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**Brand Name**

- Kenmore (6)
- LG (7)
- Maytag (10)
- Whirlpool (13)

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**Drum Capacity (cu-ft)**

- Less than 4.4 cu-ft (0)
- 4.4 - 6.9 (0)
- 7.0 cu-ft and greater (36)

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**Other Features and Characteristics**

- Connected (0)
- Vented (36)
- Ventless (0)

[Show More](#)

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**Markets**

- Clear selections
- United States (26)
- Canada (23)

21 - 26 of 26 Records Found

1 2

**LG - DLE3170\***

Drum Capacity (cu-ft): 7.4

Combined Energy Factor (CEF): 3.94

Type: Electric

Estimated Annual Energy Use (kWh/yr): 607

Paired ENERGY STAR Clothes Washer Available: No

Compare

**Kenmore - 6146####**

Drum Capacity (cu-ft): 7.3

Type: Electric

Paired ENERGY STAR Clothes Washer Available: No

Compare

Specifications Additional Model Information

<b>Type</b>	Electric
<b>Vented or Ventless</b>	Vented
<b>Drum Capacity (cu-ft)</b>	7.3
<b>Height (inches)</b>	38.0
<b>Width (inches)</b>	27
<b>Depth (inches)</b>	30.0
<b>Combined Energy Factor (CEF)</b>	3.94
<b>Estimated Annual Energy Use (kWh/yr)</b>	607
<b>Estimated Energy Test Cycle Time (min)</b>	66
<b>Additional Dryer Features</b>	Drum light,Time remaining display,Wrinkle prevention option,Steam cycle,Other,Energy monitor/indicator,Sanitization cycle,Filter cleaning indicator
<b>Connected</b>	No
<b>Paired ENERGY STAR Clothes Washer ENERGY STAR Model Identifier</b>	Paired ENERGY STAR Clothes Washer
<b>Date Available on Market</b>	04/28/2014
<b>Date Qualified</b>	07/01/2014
<b>Markets</b>	United States

**LG - DLEX3370\***

Drum Capacity (cu-ft): 7.4

Type: Electric

Paired ENERGY STAR Clothes Washer Available: No

**Whirlpool - WED8740D\*+**

Drum Capacity (cu-ft): 7.3

Type: Electric

Paired ENERGY STAR Clothes Washer Available: No

**Kenmore - 6142####**

Drum Capacity (cu-ft): 7.3

Type: Electric

Paired ENERGY STAR Clothes Washer Available: No

**LG - DLEX4270\***

Drum Capacity (cu-ft): 7.4

- Energy savings of approximately 40%
- Total savings of more than 3,800 kWh over the service life of the dryer

## ENERGY STAR 2014 Emerging Technology Award



 Whirlpool: WED99HED\*\*



LG: DLHX4072\*



## 2015 Communications Plan: Dryers

### Paid

- “Ask the Expert” Dryer Introduction Video boosting
- Content marketing driving traffic to ENERGY STAR online assets
- Boosting social media posts including shareable graphic
  - ✓ YouTube
  - ✓ Facebook

### Earned

- Pitching to mainstream, green and appliance–related traditional and online media and blogs
  - ✓ New York Times
  - ✓ Environmental News Network
  - ✓ Consumer Reports
  - ✓ This Old House
  - ✓ Good Housekeeping



## 2015 Communications Plan: Dryers

### Owned

- [Energystar.gov/Dryers](http://energystar.gov/Dryers)
- #NewESDryers
- Pinterest boards featuring example products
- Consumer Newsletter
- Blog Post

### Shared

- In-store and online promotions
- Partner feature module on [energystar.gov/dryers](http://energystar.gov/dryers)
- Creative content to be shared via email and social media



## EPA Plans

- **Short term (Q4)**
  - Develop sales training for retail associates
  - Finalize communications plans/materials, incorporating refined program messaging
  - Continue expanding program certified products list
  - Work to promote the labeling of certified products
  - Engage stakeholders to raise visibility: online, in-store, and mobile apps





## Session Outline

- **Whirlpool**
  - Jon Gable, Category Merchandizing Manager
- **SEDI**
  - Chris Badger, Senior Consultant – Emerging Technologies
- **LG**
  - John Taylor, Vice President of Public Affairs for LG Electronics USA