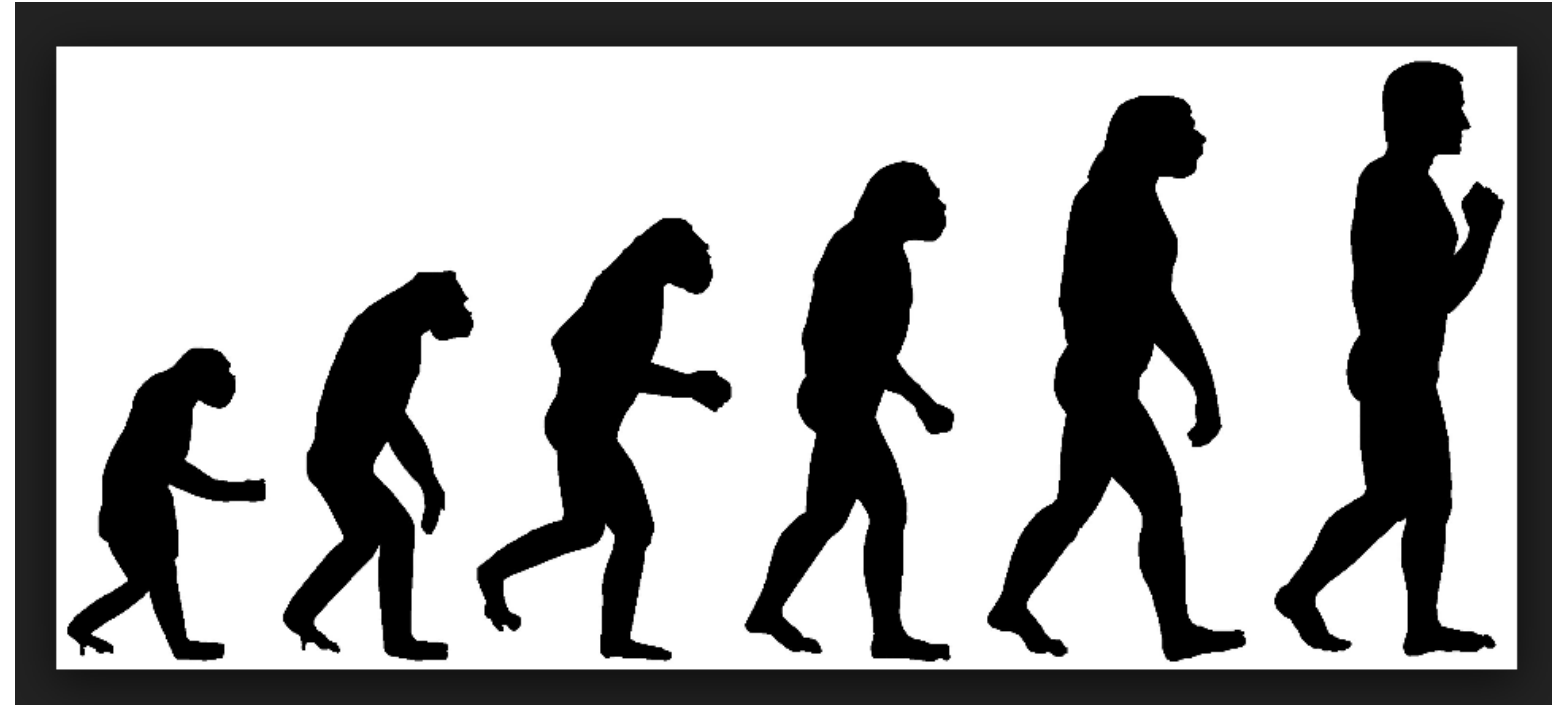


# Rediscovering the Best of the Best: ENERGY STAR® Most Efficient

NHSaves Retail Products Program



Why  
ENERGY STAR  
Most Efficient?



# Why ENERGY STAR Most Efficient?

- Evolution of ENERGY STAR
- NHSaves Program
- Higher Energy Savings
- Advanced ENERGY STAR Consumer

# More Product Categories and Options



# Most Efficient at Retail and Beyond

- Best Buy
- Independents
- JC Penney
- Lowe's
- Sears
- The Home Depot



## \$75 Rebate on ENERGY STAR® Most Efficient 2018 REFRIGERATORS

### What is Most Efficient?

- A distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation.
- It represents the "best of the best" among those products that qualify for ENERGY STAR in a given year.

### Why is Most Efficient important to your customers?

- Gives your customers leading-edge products to choose from without trade-off in features or functionality.
- Many products use innovative and advanced technologies.
- Helps your customers be environmentally responsible while saving energy and money.
- For product information and qualifying models please visit [https://www.energystar.gov/products/most\\_efficient](https://www.energystar.gov/products/most_efficient)

Customers can apply online at <https://NHSaves.com/rebates> or send in rebate form by mail

For rebate details please go to: <https://NHSaves.com/rebates/refrigerators/>

**NHSAVES**

EVERSOURCE

Liberty Utilities

New Hampshire  
Electric Co-op

Unitil  
energy for life

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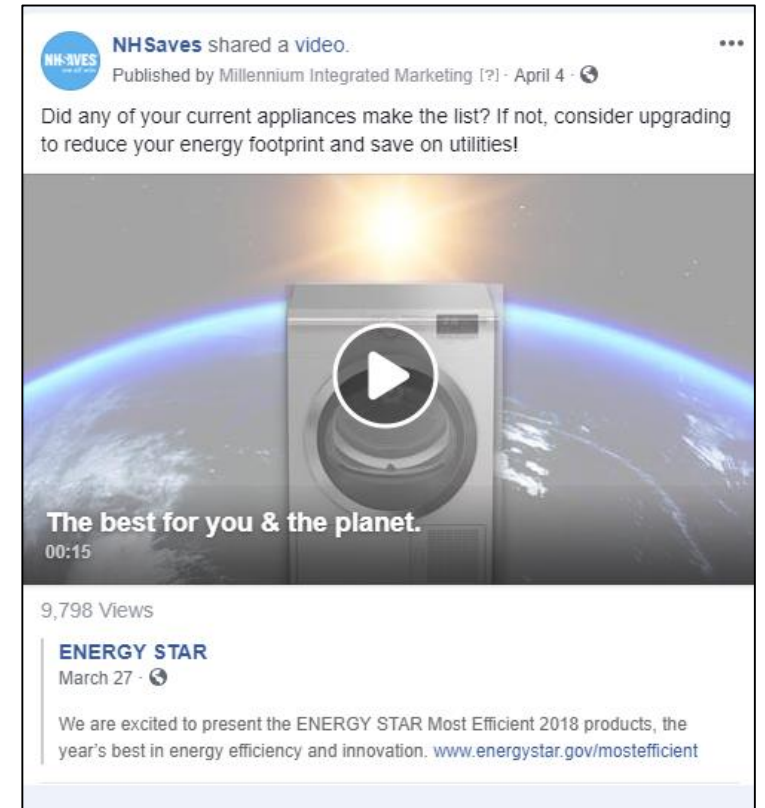
# Incentives and Events

- \$50 Clothes Washer Incentive – over 900 units YTD
- \$75 Refrigerator Incentive – over 300 units YTD
- Promotional Events
- Manufacturer Sales



# Marketing Most Efficient

- Point of Purchase Materials
- Training
- Online Platforms
- Partner Resources



NH Saves shared a video.

Published by Millennium Integrated Marketing [?] · April 4 · 🌐

Did any of your current appliances make the list? If not, consider upgrading to reduce your energy footprint and save on utilities!

**The best for you & the planet.**  
00:15

9,798 Views

**ENERGY STAR**  
March 27 · 🌐

We are excited to present the ENERGY STAR Most Efficient 2018 products, the year's best in energy efficiency and innovation. [www.energystar.gov/moste efficient](http://www.energystar.gov/moste efficient)

# Point of Purchase Materials (POP)

**\$50**  
on ENERGY STAR® Most Efficient 2018  
**CLOTHES WASHERS**

EVERSOURCE Liberty Utilities  
New Hampshire Electric Co-op Unitil  
NHSAVES® we all win.  
Most Efficient 2018

**NHSAVES®**  
**\$75**  
**REBATE**  
on ENERGY STAR® Most Efficient 2018  
**REFRIGERATORS**  
Most Efficient 2018





# Big Box POP

# \$75 REBATE

Get **\$75 back** when you purchase a select ENERGY STAR® Most Efficient 2018 refrigerator.

Some restrictions may apply. See rebate form or a retail sales associate for additional details.

To process your rebate online, obtain a rebate form or learn more about the NHSaves Appliance Rebate program, visit [www.NHSaves.com](http://www.NHSaves.com) or see a retail sales associate.



626-045400V-3  
01/01/18-12/31/18  
HOME APPLIANCES



# \$50 REBATE

on select ENERGY STAR®  
Most Efficient 2018 clothes washers

Apply online at [NHSaves.com/rebates](http://NHSaves.com/rebates)



Must be a New Hampshire residential electric customer of a participating utility. See rebate form for more details.



# Independent Retailers POP



When only the  
best will do!

Thank you!

