CONTENT "TO GO"!

Enriching Your Online Consumer Experience



Jill Vohr, EPA

September 6, 2018





Have You Seen Our Content Lately?







Content At Your Fingertips

- Product Content
 - Product Data Sets
 - Educational content
 - Overviews (savings facts, buying guidance etc.)
 - Blogs
 - Tools
 - Digital content
- New Product Finders
- Other Consumer Tools
- Marketing Materials
- Wait There's More...





Product Content





ENERGY STAR Certified Product Data Sets and APIs

- A convenient list of online tools that provide access to certified product information in multiple formats:
 - Product Finder Web-based search tools
 - Product Finder API
 - **API Google Group**

energystar.gov/productfinder/advanced

ENERGY STAR Certified Product Data Sets and APIs

Product Data Sets

In addition to the consumer product finders for ENERGY STAR certified models, EPA maintains 50+ related product data sets at data.energystar.gov that are updated daily. The interface for these data sets allow users to generate a variety of reports, to create accounts for saving and sharing their work and to export data in a variety of different formats. EPA offers a guide on how to analyze these data sets and create data visualizations.

Product Finder API

Developers can access the information in these data sets via API at

data.energystar.gov/developers and link to other databases, build apps. and more. More information about updates to data sets and EPA's approach to API versioning is available here.

Keep Up with Changes

Want to know about changes to the ENERGY STAR data sets and API? Want to connect with other developers who are using the API? Sign up for the ENERGY STAR Products API Google Group.

PRODUCTS

Appliances

- Dehumidifiers (Finder) (Dataset) (API)
- Residential Clothes Dryers (Finder) (Dataset) (API)
- Residential Clothes Washers (Finder) (Dataset) (API)
- Residential Dishwashers (Finder) (Dataset) (API)
- Residential Freezers (Finder) (Dataset) (API)
- Residential Refrigerators (Finder) (Dataset) (API)
- Room Air Cleaners (Finder) (Dataset) (API)

Building Products

- Roof Products (Finder) (Dataset) (API)
- Windows, Doors, & Skylights (NFRC Directory) EXIT
- (Seal & Insulate Page)

Electronics

- Audio/Video (Finder) (Dataset) (API)
- Set-Top Boxes (Finder) (Dataset) (API)
 - Telephones (Finder) (Dataset) (API)
 - Televisions (Finder) (Dataset) (API)

Heating & Cooling

- Boilers (Finder) (Dataset) (API)
- Commercial Boilers (Finder) (Dataset) (API)
- Furnaces (Finder) (Dataset) (API)
- Geothermal Heat Pumps (Finder) (Dataset) (API)
- (Finder) (Dataset) (API) Room Air Conditioners (Finder) (Dataset) (API)
- Smart Thermostats (Finder) (Dataset) (API)



Office	Equi	nmont
Unice	Equi	ipment

- Computers (Finder) (Dataset) (API)
- Data Center Storage (Finder) (Dataset) (API)
- Displays (Finder) (Dataset) (API)
- Enterprise Servers (Finder) (Dataset) (API)
- Imaging Equipment (Finder) (Dataset) (API)
- Large Network Equipment (Finder) (Dataset) (API)
- Small Network Equipment (Finder) (Dataset) (API)
- Uninterruptible Power Supplies (Finder) (Dataset) (API)

Other

- Electric Vehicle Supply Equipment (Finder) (Dataset) (API)
- Lab Grade Refrigerators and Freezers

- Light Commercial HVAC

ENERGY STAR Certified Product Data Sets and APIs

- Updated daily
- Custom filter options for retailers, partners, others
- Export options including Excel, .csv, APIs
- One portal where stakeholders access certified products <u>data.energystar.gov</u>
 - Note Excludes Windows, Non-AHRI CAC/ASHPs

ABOUT ENERGY STAR PRODUCT	FINDER HOME		Sign Up Si	gn In H
Alphabetical 🗘		Name	Popularity	Туре
	1 .	ENERGY STAR Certified Audio Video Government Certified models meet all ENERGY STAR requirements as listed in the Version 3.0 ENERG	707 views	
Class All Options	▼ 2.	ENERGY STAR Certified Boilers Government Certified models meet all ENERGY STAR requirements as listed in the Version 2.1 ENERG	3,345 views	
Clear All Options View Types	▼ 3.	ENERGY STAR Certified Ceiling Fans Government Certified models meet all ENERGY STAR requirements as listed in the Version 3.0 ENERG	1,327 views	
(All) Datasets	▼ 4.	ENERGY STAR Certified Commercial Clothes Washers Government Certified models meet all ENERGY STAR requirements as listed in the Version 6.1 ENERG	440 views	
Charts Maps	▼ 5.	ENERGY STAR Certified Commercial Dishwashers Government Certified models meet all ENERGY STAR requirements as listed in the Version 2.0 ENERG	742 views	
Calendars Filtered Views External Datasets	▼ 6.	ENERGY STAR Certified Commercial Fryers Government Certified models meet all ENERGY STAR requirements as listed in the Version 2.0 ENERG	629 views	
 Files and Documents Forms 	▼ 7.	ENERGY STAR Certified Commercial Griddles Government Certified models meet all ENERGY STAR requirements as listed in the Version 1.1 ENERG	337 views	
O APIs	▼ 8.	ENERGY STAR Certified Commercial Hot Food Holding Cabinet Government Certified models meet all ENERGY STAR requirements as listed in the Version 2.0 ENERG	407 views	







ENERGY STAR. The simple choice for ene



The simple choice for energy efficiency.

ENERGY EFFICIENT products

ENERGY SAVINGS at home ENERGY EFFICIENT new homes

Educational Content

- Content covering all 75+ types of products that carry the **ENERGY STAR label!**
 - Category pages
 - **Product Pages**

Home » Certified Products » Appliances » Refrigerators

Certified Products Lighting Office Equipment All Certified Products Appliances Electronics Electronics Lighting Audio/Video Ceiling Fans Digital Media Player Set-top Boxes Light Bulbs

Heating & Cooling

- Air-Source Heat Pumps
- Central Air Conditioner
- Commercial Boilers
- Furnaces
- Light Commercial Heating & Cooling

- Water Coolers

Appliances

- Air Purifiers (Cleaners)
- Clothes Dryers
- Clothes Washers
- Commercial Clothes Washers
- Dehumidifiers
- Dishwashers
- Freezers
- Refrigerators

Building Products

- Residential Windows, Doors and Skylights
- Roof Products
- Seal and Insulate

Commercial Food Service Equipment

- Commercial Dishwashers
- Commercial Fryers
- Commercial Griddles
- Commercial Hot Food Holding Cabinets
- Commercial Ice Makers
- Commercial Ovens
- Commercial Refrigerators & Freezers
- Commercial Steam Cookers

- Signage Displays
- Slates and Tablets

- Boilers

- Ductless Heating & Cooling
- Geothermal Heat Pumps
- Room Air Conditioner
- Smart Thermostats
- Ventilation Fans

- Decorative Light Strings
- Light Fixtures

Office Equipment

- Computers
- Data Center Storage
- Enterprise Servers
- Imaging Equipment
- Large Network Equipment
- Monitors
- Small Network Equipment
- Uninterruptible Power Supplies
- Voice over Internet Protocol (VoIP) Phones

Other

- Electric Vehicle Supply Equipment (EVSE)
- Laboratory Grade Refrigerators and Freezers
- Pool Pumps
- Vending Machines

Telephones Televisions

ENERGY STRATEGIES FOR buildings & plants

Your source for energy efficient product information

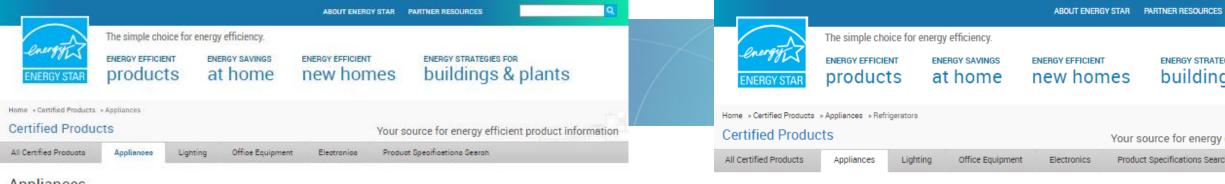
Product Specifications Search

Water Heaters

- Commercial Water Heaters
- Heat Pump Water Heaters
- High Efficiency Gas Storage Water Heaters

Q

- Solar Water Heaters
- Whole Home Tankless Gas Water Heaters



REFRIGERATORS

SPECIFICATION BUYING GUIDANCE PROMOTIONS
--

Thanks to recent improvements in insulation and compressors, today's refrigerators use much less energy than older models. With an ENERGY STAR certified refrigerator, you can maximize your energy and dollar savings without sacrificing the features you want.

Slash your energy bills.

ENERGY STAR certified refrigerators are about 9 percent more energy efficient than models that meet the federal minimum energy efficiency standard.

Replace your old fridge for bigger savings.

An estimated 170 million refrigerators and refrigerator-freezers are currently in use in the United States. More than 60 million refrigerators are over 10 years old, costing consumers \$4.4 billion a year in energy costs. By properly recycling your old refrigerator and replacing it with a new ENERGY STAR certified refrigerator, you can save more than \$270 over the next 5 years.

Use the ENERGY STAR Savings Calculator to find out exactly how much money you'll save by replacing your existing refrigerator.

Protect the environment.

ENERGY STAR certified refrigerators use less energy and help us reduce our impact on the environment. If all refrigerators sold in the United States were ENERGY STAR certified, the energy cost savings would grow to nearly \$700 million each year and 9 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 870,000 vehicles.

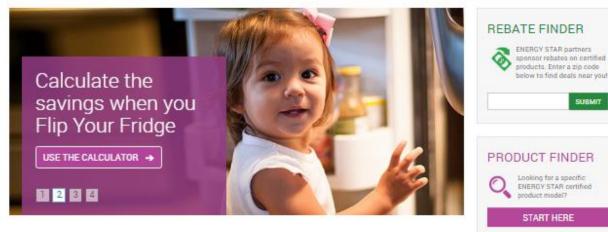


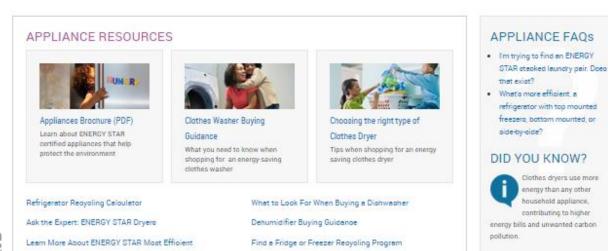
energystar.gov/appliances energystar.gov/refrigerators

Appliances



Every appliance comes with two price tags: the purchase price and the cost of operating the product. ENERGY STAR certified appliances help consumers save money on operating costs by reducing energy use without sacrificing performance.





Product Finder

ENERGY STRATEGIES FOR buildings & plants

Your source for energy efficient product information

Product Specifications Search

For Partners





BEST VALUE FINDER The Value of ENERGY STAR at the Best Price



The Year's Best of ENERGY STAR for Energy Efficiency and Innovation

Find the Right Model



PRODUCT FINDER



Ask the Expert



Have questions about how best to save energy in your home? Well, Ask the Expert! Here you can find the energy efficiency advice you need on ENERGY STAR certified products and home improvement projects by viewing articles, videos and more created by the experts at EPA's ENERGY STAR program.

ALL POSTS

ARTICLES VIDEOS

August 02, 2018

Back to School with ENERGY STAR

IMAGES

Summer is still in full swing, but if you have headed to the stores lately, you know that the back-to-school shopping season is upon us. Gone are the days where all a student needed was a Trapper Keeper and a new box of pencils. These days students are using the latest in technology to keep on top of their studies. But don't fret over your seemingly never-ending back-to-school shopping list. From grade school to graduate school, much of what you need to get to the head of the class can also save energy, save money and help protect the environment - just look for ENERGY STAR label.



July 19, 2018

Does the Time of Day I Use My Appliances Matter?

The short answer is "Yes, it does!" If you are concerned about protecting the environment and keeping electricity rates in check, the best time to use appliances is when overall electricity use is low. Avoiding energy use during times of peak demand can have a beneficial effect on electric rates over time because it can avoid the need for your utility to ramp up an additional power plant or to buy more expensive power or fuel from the market.

what is peak demand and how do appliances contribute?



May 09, 2018

"Vintage" is the New Energy-Efficient!

Vintage style is all the rage. In homes, bars, and restaurants, you see the old-fashioned light bulbs adorning cozy, inviting spaces and adding a neat vintage vibe to décor. Some call them "Edison" bulbs, since they are designed to show the filament like the original light bulb invented by Thomas Edison.



Blogs

- Ask the Expert
 - New on-going ____ content for you to leverage.

energystar.gov/ask-the-expert



Product Tools

- **Refrigerator calculator**
- Choose a Light
- Room AC proper sizing
- Water Heater Replacement Guide •



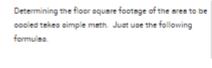
Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through 4 simple installation considerations to figure out if a heat pump water heater is right for your home.



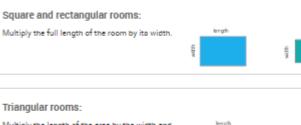
Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs - up to \$3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.

1. Determine	the	room's	square	footage
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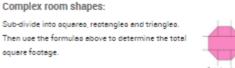


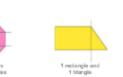
Always measure in feet, converting the 9 in - .75 ft inches to fractions of a foot 6 in = .5 ft. For example: 12 ft., 6 inches, is 12.5 ft. 3 in = .25 ft.



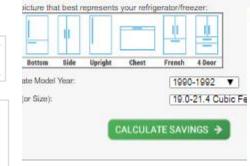


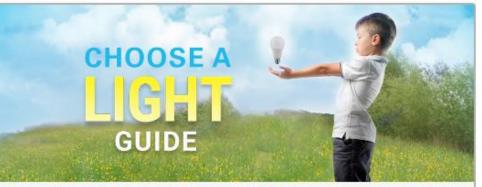
and 4 triang











Look
Here's
1. Ch 2. Ch
3. Ch

Why Choose ENERGY STAR?

- Independently certified to deliver efficiency and performance
- Same brightness (lumens), 90% less energy (watts)
- Last 15 times longer = big \$ savings
- Help protect the environment and prevent climate change



king to replace a light bulb?

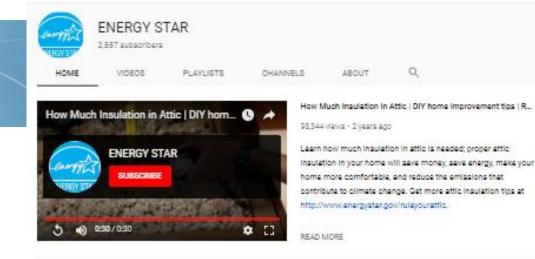
s how in three easy steps:

noose the shape

noose the color

noose the brightness

FIND YOUR LIGHT BULB



Rule Your Attic! with ENERGY STAR PLAY ALL

Proper attic insulation can help make your home more comfortable and energy efficient. In this series of how to videos get attic insulation tips such as how to measure attic insulation, how to





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How Much Insulation In Attic | DIY home improvement tip_ ENERCY STAR 98K views - 2 years ago

Should You DIY or Hire a Contractor? | Attic Insulatio_ ENERGY STAR 12K views - 3 years ago

Air sealing attic plumbing pipes | DIY home ... ENERGY STAR 14K views - 2 years ago

Why Should You Insulate Your Home's Attic? | Attic... ENERGY STAR 9.8K views - 3 years ago

Air sealing recessed lights (DIV home improvement tips... ENERGY STAR 29K views - 2 years ago

ENERGY STAR on YouTube

- Ask the Expert
- How-to's
- Educational / Promotional Spots
- More!

Ask the Expert PLAY ALL



Ask the Expert: How to Buy a Room or Window Alr ... ENERGY STAR 111K views - 2 years ago 22 00



Ask the Expert - Clothes Dryers Have Earned the ... ENERGY STAR 79K views - 3 years ago



Ask the Expert: Energy Efficient Video Streaming ENERGY STAR 33K views - 5 years ago

Cool Off by Sealing and Insulating and Chill Out with... ENERGY STAR 14K views - 4 years ago

Recent activities PLAY ALL



168 views - 1 month ago

ENERGY STAR



ENERGY STAR Certified Homes: Better is Better (Ful... Homes: Better is Better

ENERGY STAR

540 views + 1 month ago

Fatherhood: A Leundry Sage | ENERGY STAR Certified ... ENERGY STAR

445K views - 2 months ago

ENERGY STAR

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Flip Your Fridge and Save with ENERGY STAR

56K views - 3 months ago 50

jun gran paso ahorradori ENERGY STAR 28K views - 3 months ago

Reemplace su refrigerador,



New and Improved Product Finders!







All Certified Products

How a Product Earns the Label Save Energy at Home

ENERGY STAR. The simple choice for energy efficiency.

NEW! ENERGY STAR Product Finders

- **ENERGY STAR** a trusted resource for identifying efficient products
- Dynamic, searchable product lists with information on performance and functionality
- Includes product purchase information and product-specific rebate information
- **Consistent links from Product** overview pages make it easy for consumers to find more information

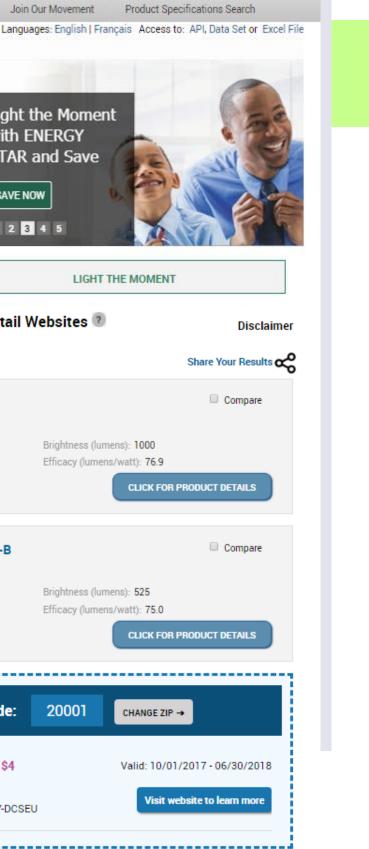
www.energystar.gov/productfinder

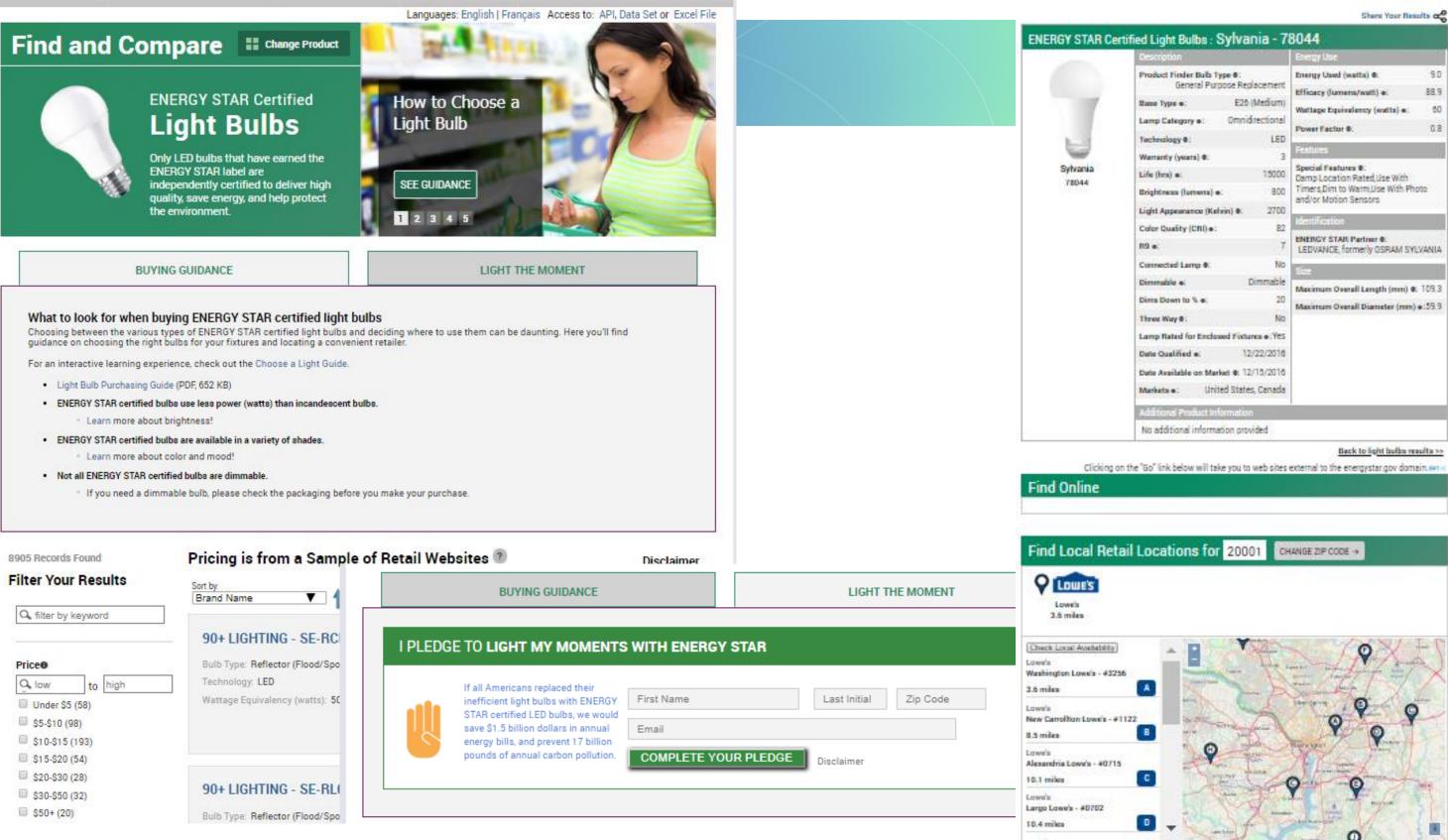
Find and Com		Langu	ayes. Li
ENE Li Only ENEF indep qualit	ERGY STAR Certified ght Bulbs LED bulbs that have earned the RGY STAR label are bendently certified to deliver high ty, save energy, and help protect nvironment.	Light with E STAR SAVE N 1 2 3	ENER and ow
BUYING	GUIDANCE		
8905 Records Found Filter Your Results	Sort by: Brand Name	of Retail V	Vebs
Price Low to high Under \$5 (58) \$5-\$10 (98) \$10-\$15 (193) \$15-\$20 (54)	90+ LIGHTING - SE-RCU03. Bulb Type: Reflector (Flood/Spot) Technology: LED Wattage Equivalency (watts): 75	1113	Brigh Effic
 \$20-\$30 (28) \$30-\$50 (32) \$50+ (20) Price not available (9677) 	90+ LIGHTING - SE-RCU01. Bulb Type: Reflector (Flood/Spot) Technology: LED Wattage Equivalency (watts): 50	1107-B	Brigh Effici
Bulb Type General Purpose (A19) (2740) A21 (536) BR30 (745) PAR16 (733) PAR20 (568)	Rebates in your z	ip code:	20
PAR30L (499)	Light Bulbs	\$4	

Buy-Down/Discount ?

DC Sustainable Energy Utility | 855-MY-DCSEU

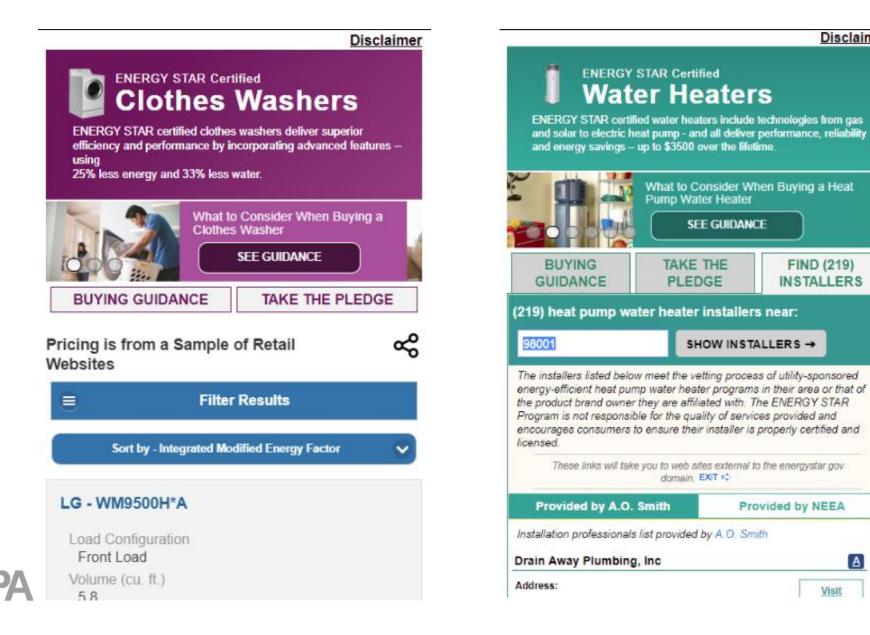






ion		Energy Use	
Finder Bulb Type 0: General Purpose R		Energy Used (watta) 4:	90
	26 (Medium) nidrectional LED 3	Efficacy (lamens/watt) e. Wattage Equivalency (watta) e. Power Factor 0.	0.8
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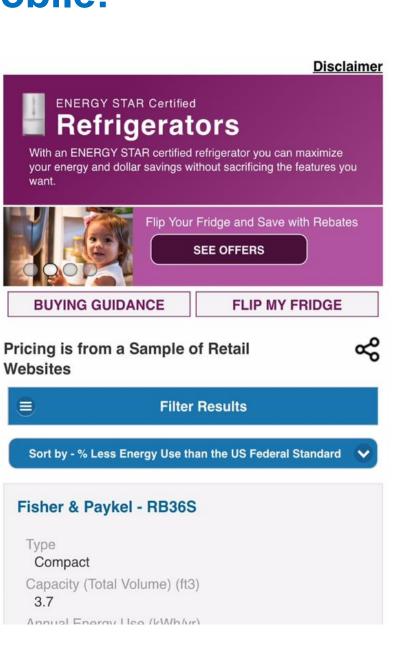
ENERGY STAR Product Finder Goes Mobile!



ENERGY STAR certified water heaters include technologies from gas and solar to electric heat pump - and all deliver performance, reliability want. What to Consider When Buying a Heat Pump Water Heater SEE GUIDANCE TAKE THE FIND (219) **INSTALLERS** Websites SHOW INSTALLERS → These links will take you to web sites external to the energystar gov domain. EXT 🖒 Provided by NEEA Type Compact A 3.7 Visit

Disclaimer





Other Consumer Tools





More Tools!

- **Rebate Finder**
- **ENERGY STAR Most Efficient**
- **Best Value Finder**

ENERGY STAR Most Efficient 2018 - Clothes Washers

The Year's Best of ENERGY STAR for **Energy Efficiency and Innovation**

WHEN ONLY THE BEST WILL DO

Introducing ENERGY STAR Most Efficient 2018, a new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest technological innovation. It is an award that truly represents the best of ENERGY STAR.

Price and Location Information

EPA is adding price and location information for ENERGY STAR Most Efficient products to enhance the consumer experience and make it easier to locate models. Data on price and availability are sourced from retail web sites for informational purposes only. Please share any issues or feedback with the features by reporting it here.

All products are available in the U.S. and many are also available in Canada.



ENERGY STAR Rebate Finder





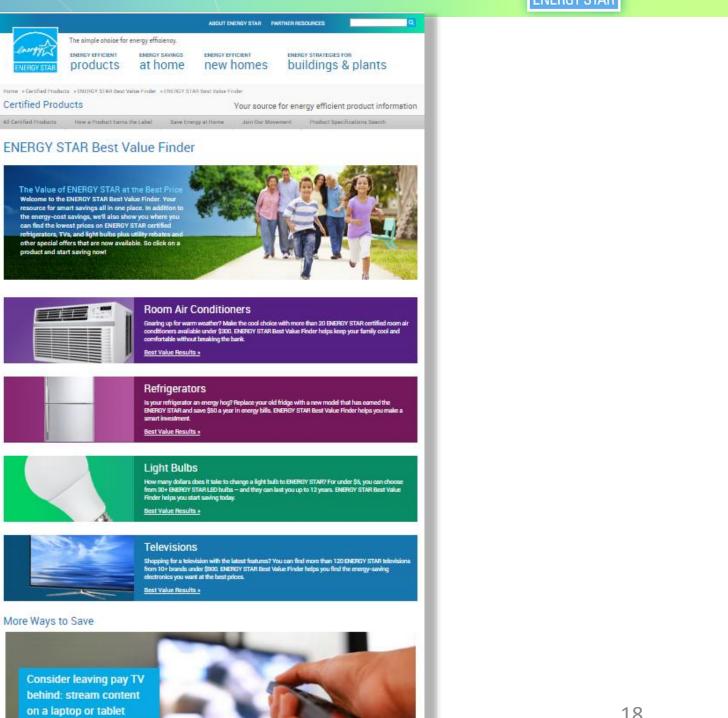
BEST VALUE FINDER The Value of ENERGY STAR at the Best Price





Best Value Landing Page

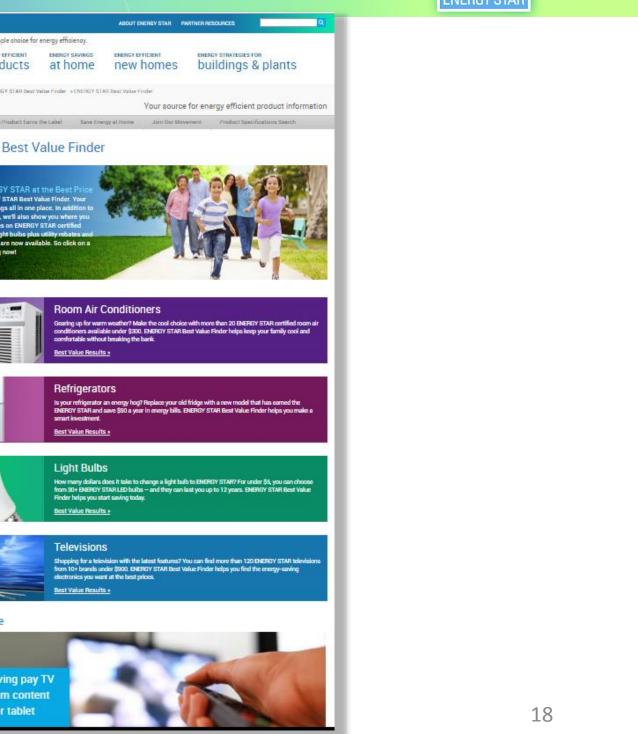
- Describes what the Best Value Finder offers
- Provides compelling facts for why users should visit the product pages
- Offers more ways to save focused on areas where you can save the most money.







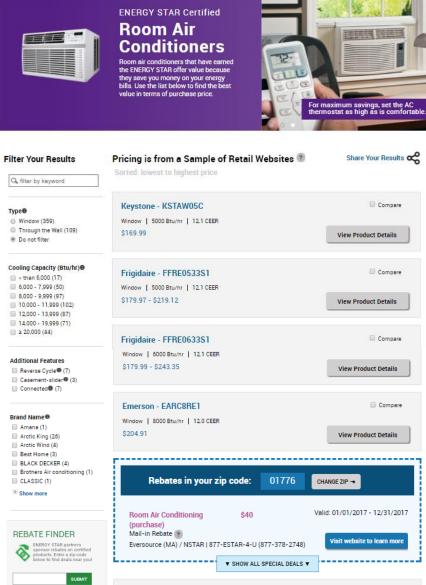








ENERGY STAR Best Value Finder



			-	~ ~
ENERGY STAR Certifi	ed Room Air Con	ditioners : Fri	gidaire - FFRI	0633S1
	Description		Features	
ALL ADDRESS	Cooling Capacity (Btu/hr) e:	6000	Reverse Cycle @:	No
Concernence of the second s	Type @:	Window	Connected Functionality e:	No
	Casement Window @:	None		
	Combined Energy Efficiency R	Ratio (CEER) e: 12.1		
	Date Certified e:	10/19/2015		
Frigidaire FFRE0633S1	Markets @:	United States, Canada		
	Additional Product In	formation		
	,FFRE06L3S1,; ,FFRE06W3S1,			
			Back to room	n air conditioners results >>
	Clicking on the "	Go" link below will take you	to web sites external to the en	ergystar.gov domain. 807 🕸
Find Online				
and the second s				A
AjMadison AJ Mediao	n FFILED633	S1 Onlin Free	e Only \$1	99.00 Go
kmart Kmart	FFRE0633		ock \$2 ailable	43.35 Go
		SHOW ALL		•
E 11 15 1			_	
Find Local Retail	Locations for	01776	NGE ZIP CODE →	
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The Home Depot Kmart 4.9 miles 6.1 miles	Best Buy 6.2 miles	Seara 6.4 miles		
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Emerson Quiet Kool - E*RC8RE1

Compare

Window L 8000 Btu/br L 12 0 CEEB



Marketing Materials





ENERGY STAR Marketing Materials for Products

NEW & NOTEWORTHY



Flip Your Fridge 2018



Room Air Conditioner 2018



Keep Your Cool with ENERGY STAR 2018

Promotions/Campaigns

Click on the promotion/campaign below, or use the filters to the right to find related marketing materials.



Streaming 2018



Light the Moment 2018





Water Heater Promotion 2018



Annual Outreach Plan: ENERGY STAR PRODUCTS	
ANSING THE REAL PARTY AND	Re
Search library	
Browse Marketing Materials by:	
Category/Product Type Appliances (36) Clothes Dryers (28) Clothes Washers (27)	
 Dishwashers (1) Freezers (19) Refrigerators (26) 	
 Building Products (3) Seal and Insulate (4) 	
 Commercial Food Service Equipment (9) Commercial Dishwashers (1) 	
Show more	
Promotion/Campaign	
Earth Day 2018 (17)	
Flip Your Fridge 2018 (25)	
Holiday 2017 (3)	onorquet

Keep Your Cool with ENERGY STAR 2018 (13)

Laundry Made Better 2018 (14)

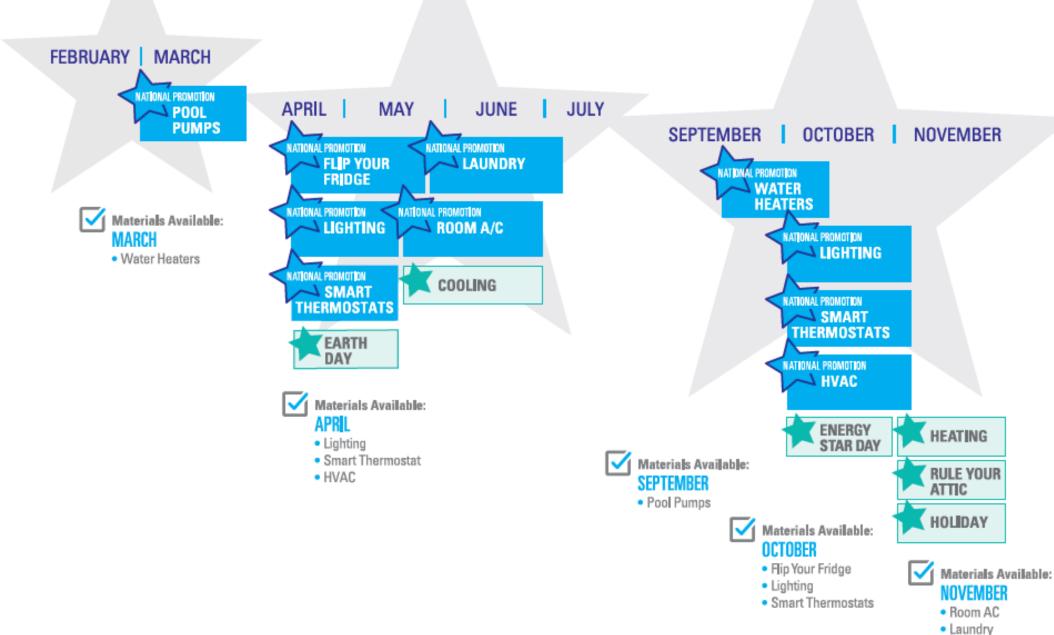
energystar.gov/marketing_materials



source Type

2018 Retail Signage (64) Brochures (5) Digital Media Kit (45) ENERGY STAR Pledge (3) Event Materials (10) Factsheet (23) Graphics/Images (55) Infographics (19) Kids Outreach (6) Messaging (26) Partner Product Image (30) Postcards (1) Promotion Identifiers/Marks (26) Purchasing Guides (4) Signage (57) Social Media Assets (35) Training (5) Videos (18) Webinars (2) Widgets (9)

2019 Outreach Plan: ENERGY STAR® PRODUCTS







Fact Sheets for Every Promotion

- **Pool Pumps**
- Refrigerators
- **Room Air Conditioners**
- Lighting
- Laundry
- Water Heaters
- Smart Thermostats
- More Coming!



ENERGY STAR® Certified Smart Thermostats Deliver:

- Demonstrated Energy Savings **Reliable Performance**
- Environmental Benefits Convenience, Insight, and Control

What is a

Smart Thermostat?

A smart thermostat is

a Wi-Fi enabled device

that can automatically

adjust heating and cooling

temperature settings for

optimal performance.

Did You Know?

If everyone used an

smart thermostat,

per year, offsetting

13 billion pounds of

emissions.

ENERGY STAR certified

savings would grow to

56 trillion BTUs of energy

and \$740 million dollars

annual greenhouse gas

Get Convenience, Insight, and Control with ENERGY STAR

While system designs vary, common smart thermostat features include:

- · Allowing you to control home heating and cooling remotely through your smartphone.
- · Geofencing, which allows your smart thermostat to know when you're on the way home and automatically adjusts your home's temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Updating software periodically to ensure your smart thermostat is using the latest algorithms and energy-saving features available.

When Choosing a Smart Thermostat, Look for the ENERGY STAR

Smart thermostats that earn the ENERGY STAR are third-party certified to:

- 1. Save energy based on field data collected from more than one thousand homes over an entire year.
- 2. Quickly enter a low-power standby mode when inactive.
- 3. Track and report equipment use and temperature data to the homeowner.

Save Money and Stay Comfortable in Your Home

Smart thermostats that have earned the ENERGY STAR are a smart investment since almost half of the average household energy bill goes to heating and cooling. That's more than \$900 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.



Save Even More with Utility Rebates

Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats, as well as other financial rewards for homeowners with smart thermostats: www.energystar.gov/rebatefinder.



¿No está seguro de qué tipo de bombilla LED es la correcta?

PASO 1: ELIJA LA FORMA DE LA BOMBILLA

Las bombillas LED certificadas por ENERGY STAR están disponibles en diferentes formas y tamaños y sirven para cualquier aplicación. Incluyen empotrados, luces para rieles, lámparas de mesa y más.



llumina

la

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PASO 4: ELIJA EL BRILLO

Use esta tabla para determinar la cantidad de lúmenes que necesita para igualar el brillo de sus bombillas viejas estándar.

Bombillas estándar (Vatios)	Brillo de
40	
60	
75	
100	
150	







energystar.gov/choosealight (sitio on inglés)



is bombillas ENERGY STAR úmenes mínimos)
450
800
1,100
1,600
2,600

PASO 2: ENCUENTRE SU BOMBILLA

Diríjase a la sección de iluminación v busque la etiqueta de ENERGY STAR. Recuerde, solamente las bombillas que han obtenido el certificado de ENERGY STAR han



sido evaluadas de forma independiente para asegurar que rendirán el desempeño y ahorro de energía prometidos.

PASO 3: ELIJA EL COLOR

El color de la luz corresponde a una temperatura en la escala Kelvin (K). Un menor K significa una luz más cálida, amarillenta; mientras que un mayor K significa una luz más fría, azulada.



PASO 5: REVISE EL EMPAQUE

Asegúrese de obtener la bombilla que desea al revisar la etiqueta con información de iluminación que muestra los detalles claves de la bombilla como la luminosidad vida útil, apariencia de la luz (o color) y la energía consumida.

Lighting Facts Per Bulb	
Brightness	550 lumens
Estimated Yearly Energ	y Cost \$0.84
Based on 3 hrs/day, 11¢/kV Cost depends on rates and	
Life	ENERGY STAR
Based on 3 hrs/day	22 years
Light Appearance	
Warm	Cool
3000 K	
Energy Used	7 watts

Widgets for Every Promotion





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Demonstrated Energy Savings

- Reliable Performance
- Environmental Benefits
- Convenience, Insight, and Control



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DID YOU KNOW?

If everyone used an ENERGY STAR certified. smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million per year.

For the average American Add our widget to your household, almost half of

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the annual energy bill goes. to heating and coolingsave money and stay comfortable with ENERGY STAR.

ENERGY STAR certified smart thermostats provide enhanced comfort in your home by allowing you to control temperatures_ and still save energy.



Learn more at energystar.gov

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DID YOU KNOW?



home by allowing you to and still save energy.









But Wait. There's More!





Ways to Save Tips is a web service that provides an ongoing stream of ENERGY STAR[®] branded, energy-saving tips to external websites that adopt the service.

Tips include:

- All ENERGY STAR vetted, energy-saving tips for certified consumer products. Tips for commercial products are not available ... yet.
- Content from national product promotions.
- Any and all additional content, as available.
- Links back to energystar.gov for more educational information.

You can customize the tips in your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.



Join EPA and light your moments with ENERGY STAR

Make a commitment to change out an old light bulb to an ENERGY STAR certified LED bulb, and join EPA in the national effort to change out 300 million bulbs to ENERGY STAR. Together we can save about \$15 billion in annual energy costs and prevent 17 billion pounds of greenhouse gas emissions. Your moments. Your world. Both deserve the Best.

Find savings and rebates in my area

Use the ENERGY STAR Rebate Finder to look for special offers or utility rebates on ENERGY STAR certified products. These offers are sponsored by ENERGY STAR partners or local utilities. Partners also occasionally sponsor recycling incentives for the proper disposal of old products.

Choose an ENERGY STAR certified electric heat pump water heater

Water heating can account for 12 percent of a home's energy use. When replacing your water heater, look for models that have earned the ENERGY STAR. A certified heat pump water heater can save a household of 4 about \$330 annually on electric bills.

Widgets With Feeds!

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Partner Benefits

- Fresh and Frequent Content
 - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
 - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
 - Give visitors more options for engaging with your page.

- ENERGY STAR Brand Affiliation
 - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
 - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.
- Once the web service is adopted, you're done! You do not have to think about it again.



Ways To Save Tips

Web Service

energystar.gov/waystosavetips

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Choose your community

View map of all participating Delaware communities, and a map of all Ohio co



Your Guide to Energy Savings

Efficiency Smart helps residents, businesses, and communities use less energy and save money. Select your community above to see how we can help.



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Galion, Ohio

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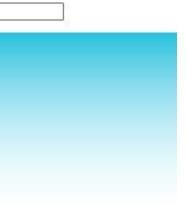


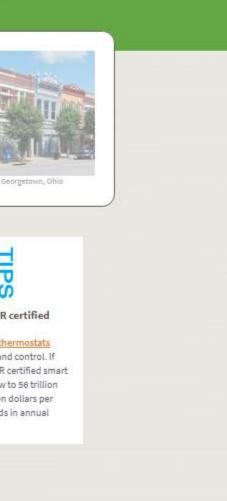
Choose a new ENERGY STAR certified smart thermostat

ENERGY STAR certified smart thermostats provide convenience, insight, and control. If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds in annual greenhouse gas reductions.









Product Content Widgets

- A web service that delivers product educational content
 - Content automatically updates
 - One and done!



ENERGY STAR[®] certified smart thermostats deliver:

- Demonstrated energy savings
- Reliable performance
- Environmental benefits
- Convenience, insight, and control

Smart thermostats that earn the ENERGY STAR are third party certified

- Save energy based on field data collected from more than one thousand homes over a year
- Quickly enter a low-power standby mode when inactive
- Track and report equipment use and temperature data to the homeowner

ENERGY STAR certified smart thermostats are a smart investment sine almost half of the energy household bill goes to heating and cooling. That's more than \$900 a year! And with ENERGY STAR you get optima energy savings and home comfort at the same time.

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Our Goal

- Make it easy for you to educate and engage your customers ultimately to market energy efficiency.
 - Utility or municipality
 - Collaborative Supporting Member Utilities, municipalities, etc.
 - Implementer
 - Online Marketplace developers
 - Etc.
- Come and get your fries with that!
- Vohr.jill@epa.gov





