

ENERGY STAR. The simple choice for energy efficiency.



# Connecting Consumers with Your Products

ENERGY STAR® Products Partner Meeting

October 13, 2015





## Improvements to energystar.gov driven by consumers

- www.energystar.gov receives 700,000 user sessions per month
- Product Finder and Rebate Finder are ranked in the top 10 most viewed pages
- Improvements to www.energystar.gov will help consumers make energy efficient purchases
  - Most shoppers conduct online research before buying, searching for information on:
    - Product reviews
    - Model information
    - Pricing
    - Sales/Discounts
    - Shipping and Availability
    - Warranty
  - Retailer sites are the most likely place where consumers will research appliances
  - On average consumers visited at least 3 online stores before making their purchase
  - Most consumers ultimately make their final purchases in stores



## Overview

- Rebate Finder Redesign
- Product Finder Redesign
- Price and Location Feature
  - Rollout plan for Most Efficient products
  - Partner engagement to scale for all ES products sold at retail



# Rebate Finder Redesign

## Find Product Rebates & Other Special Offers



Enter your zip code in the box below to find rebates and other special offers available in your area.

- 1 Enter your zip code to see a list of rebates and offers in your area.
- 2 Narrow the results to the product categories of interest to you.
- 3 Connect to utility websites for details on how to cash in.

Enter your zip code to begin.

FIND REBATES

## Additional Resources from ENERGY STAR

### LEARN MORE ABOUT PRODUCTS

Looking for more information about how to save with ENERGY STAR products?

Select a Product Category



### PRODUCT FINDER



Find and compare ENERGY STAR products to see how they stack up.

START HERE

### My ENERGY STAR

Discover all the simple energy-saving actions you can take to make a big difference.

GET STARTED





# Rebate Finder Redesign

Enter your zip code to begin.  [FIND REBATES](#)

3 Results For Zip Code 55121

The links below will take you to Web sites external to the energystar.gov domain. [EXIT](#)

Filter Your Results

- Refrigerators**
  - Commercial Fryers (1)
- Commercial Food Service**
  - Commercial Fryers (1)
  - Commercial Fryers (1)

**Rebates offered by Minnesota Energy Resources**

**Commercial Fryers \$700** 1/1/2010 - ongoing

Mail-in-Rebate <sup>?</sup>

Minnesota Energy Resources | 800-889-9508

Minnesota Energy Resources offers a \$700 incentive for ENERGY STAR qualified gas fryers. Visit Web site for more details.

[Visit website to apply](#)

**Commercial Ovens \$500** 1/1/2010 - ongoing

Mail-in-Rebate <sup>?</sup>

Minnesota Energy Resources | 800-889-9508

Minnesota Energy Resources offers a \$500 incentive for ENERGY STAR qualified convection ovens. Visit Web site for more details.

[Visit website to apply](#)

**PRODUCT FINDER**

Find and compare ENERGY STAR products to see how they stack up.

[START HERE](#)





# Product Finder Redesign

## Find and Compare Products

Languages: English | Français

Access to ENERGY STAR  
Data Sets and API ▶



Find product models that have earned the ENERGY STAR and compare features, savings, and more to optimize your purchase.

- 1 Select a product category of interest to you.
- 2 Get details on specific qualifying models.
- 3 Make informed purchasing decisions.

## Select a product category to begin.

Looking for more information about how to save with ENERGY STAR products? [Learn More About Products.](#)

### Appliances

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

### Building Products

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

### Commercial Appliances

- Commercial Clothes Washers
- Vending Machines
- Water Coolers

### Electronics

- Audio/Video
- Professional Displays
- Set-Top Boxes & Cable Boxes
- Slates and Tablets
- Telephones
- Televisions

### Heating & Cooling

- Air Conditioning, Central
- Air Conditioning, Room
- Boilers
- Ductless Heating & Cooling
- Furnaces
- Heat Pumps, Air-Source
- Heat Pumps, Geothermal
- Light Commercial Heating & Cooling
- Ventilation Fans

### Office Equipment

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

### Other

- Pool Pumps

### Water Heaters

- Commercial Water Heaters
- High Efficiency Electric Storage Water Heaters
- Water Heater, High Efficiency Gas

My ENERGY STAR

Discover all the simple energy-saving actions you can take to make a big difference.

GET STARTED

### REBATE FINDER



Find product rebates and other special offers by entering your zip code below.

SUBMIT



# Product Finder Redesign

## Find and Compare Products

◀ Back to Product Finder



### ENERGY STAR Certified Product Data Sets and API

#### Product Data Sets

In addition to the consumer product finders for ENERGY STAR certified models, EPA maintains 40 related product data sets at <https://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.

Search for model numbers in the model number and additional model information field. You can tailor this [macro function](#) for your excel model search.

[More info >](#)

#### Product Finder API

Developers can access the information in these data sets via API at [data.energystar.gov/developers](https://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




# Product Finder Redesign

## Find and Compare Products

Languages: English | Français

Access to ENERGY STAR  
Data Sets and API ▶

close X



Find product models that have earned the ENERGY STAR and compare features, savings, and more to optimize your purchase.

- 1 Select a product category of interest to you.
- 2 Get details on specific qualifying models.
- 3 Make informed purchasing decisions.

ENERGY STAR Certified

### Residential Freezers

Visit the [Residential Freezer page](#) for usage tips and buying guides.

**CHANGE**  
product category

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sagittis nec sapien vel auctor. Aenean id semper arcu. Cras bibendum, risus dapibus egestas congue, felis massa semper sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

120 Records Found

Sort by: Annual Energy Use (kWh/yr) ⬇ ⬆

Filter Your Results

filter by keyword

**Type**

- Chest Freezer (29)
- Upright Freezer (91)

**Defrost Type**

- Automatic (66)
- Manual (54)

compare 2 - 4 products

Avanti CF6216E X IGLOO FRF452-C X

**COMPARE**

**IGLOO - FRF438-B**

Chest Freezer Capacity (Total Volume) (ft3): 3.5 Defrost Type: Manual

Annual Energy Use (kWh/yr): 152

Date Certified: 04/03/2014

Compare

**Avanti - CF6216E**

Chest Freezer Capacity (Total Volume) (ft3): 2.1 Defrost Type: Manual







## Product Location Tool

- Let consumers know where they can find the ENERGY STAR products they are interested in
  - Functions like typical retail/product information sites
  - No need to do further research to see where specific models are being sold
  - Zip code detection via IP address or manual input allows consumers to see stores nearby that sell specific ENERGY STAR models
  - Map feature allows consumers to get directions to stores




## Product Location Tool

- Make information available about online pricing to enrich the energystar.gov experience
  - Leverages public data already available
  - Provides links directly to retail pages with details on how to purchase the model
  - Data updated multiple times a day to deliver accurate pricing information
- Share in-store pricing where available to provide even more information to the consumer



## New ME Clothes Washers Page



**LG**  
WT7700H\*A

Volume (cu. ft.)	5.7
Annual Energy Use (kWh/yr)	150
Annual Water Use (gallons/yr)	5381


Low      High  
**\$1,094.00 - \$1,329.99** at 4 Online stores


📍 Retail Locations  
 💰 Pricing  
 ⓘ Product Specs
 

CLICK FOR  
 PRODUCT DETAILS

**Features**

- Super Large 5.7 cu. Ft Capacity
- Direct Drive Motor 10 Year Manufacturer's Limited Warranty
- ColdWash™ Technology
- 6Motion™ Technology
- Fast & Clean TurboWash™ 2.0 Technology
- AAFA certified Allergiene™ Cycle with Steam
- Smart TagOn™ Technology
- Slam Proof Lid





**Samsung**  
WF56H91\*\*C\*

Volume (cu. ft.)	5.6
Annual Energy Use (kWh/yr)	130
Annual Water Use (gallons/yr)	4593

Low      High  
**\$1,439.10 - \$1,439.10** at 1 Online stores

**Features**

- SuperSpeed
- Powerfoam
- Self Clean+
- Crystal Door
- VRT Plus







## New ME Clothes Washers Page

- Online Information to Facilitate Research

### Find Online

Clicking on the "Go" link below will take you to web sites external to the energystar.gov domain. [EXIT ↗](#)






	Best Buy	WM8000HWA white	Online Only Variable Shipping	\$1,224.99	<a href="#">Go</a>
		WM8000HVA graphite steel	In Stock Variable Shipping	\$1,294.99	<a href="#">Go</a>
	Lowe's	WM8000HWA white	In Stock Free to store	\$1,219.00	<a href="#">Go</a>
		WM8000HVA graphite steel	In Stock Free to store	\$1,294.00	<a href="#">Go</a>
	Sears	WM8000HVA graphite steel	In Stock Free to store	\$1,599.99	<a href="#">Go</a>
	The Home Depot	WM8000HWA white		\$1,222.20	<a href="#">Go</a>
		WM8000HVA graphite steel		\$1,294.20	<a href="#">Go</a>



## New ME Clothes Washers Page

- Location Information to Facilitate In-Store Purchasing

Find Local Retail Locations for:  [change zip code](#)

 Your Store 0.1 miles	 Best Buy 1.4 miles	 Sears 1.5 miles	 Lowe's 5.2 miles	 The Home Depot 5.5 miles
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# New ME Clothes Washers Page

## Map & Stock Information

In Stock at 4 stores

Best Buy  
Clackamas - #452

6.5 miles In Stock **G**

Best Buy  
Beaverton - #451

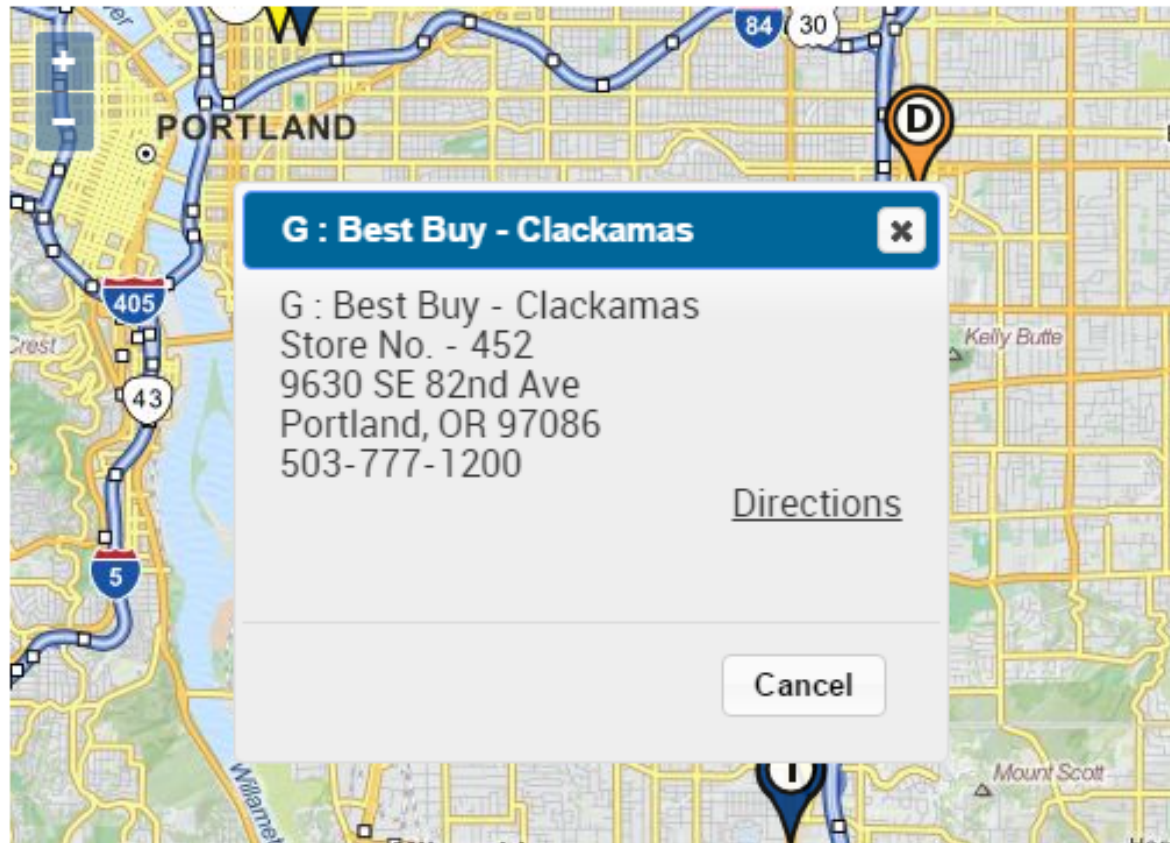
6.7 miles In Stock **J**

Sears  
CLACKAMAS TOWN CTR - #0001119

7.4 miles In Stock **V**

Sears  
VANCOUVER - B - #0002239

10.6 miles In Stock **CA**





## Price and Location Tool

- Partner site now available for review – currently adding retailers – **share information with EPA by November 6, 2015** to ensure you are included in the public beta site
- Add feature as a beta to public site for ENERGY STAR Most Efficient clothes washers by end of year
- Plan to roll out functionality for all product sold at retail

Email [energystarproducts@energystar.gov](mailto:energystarproducts@energystar.gov) or [vokes.kathleen@epa.gov](mailto:vokes.kathleen@epa.gov) for access to review site

ENERGY STAR. The simple choice for energy efficiency.



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