



ENERGY STAR® Appliance Update

Rosemarie Stephens-Booker, U.S. EPA

ENERGY STAR Products Partner Meeting 2014

Arizona

October 27, 2014



Welcome to Arizona!



Upcoming Appliance Sessions

Today

- 8:30-9:00am: Welcome and ENERGY STAR Appliances Update
- 10:15-11:15am: Moving Forward: ENERGY STAR Appliance Specification Updates
- 11:15-12:15pm: Appliance Marketing Efforts: Refrigerator Early Replacement and ENERGY STAR Promotion
- 3:30-4:30pm: The Opportunity in a Dryer World

Tomorrow

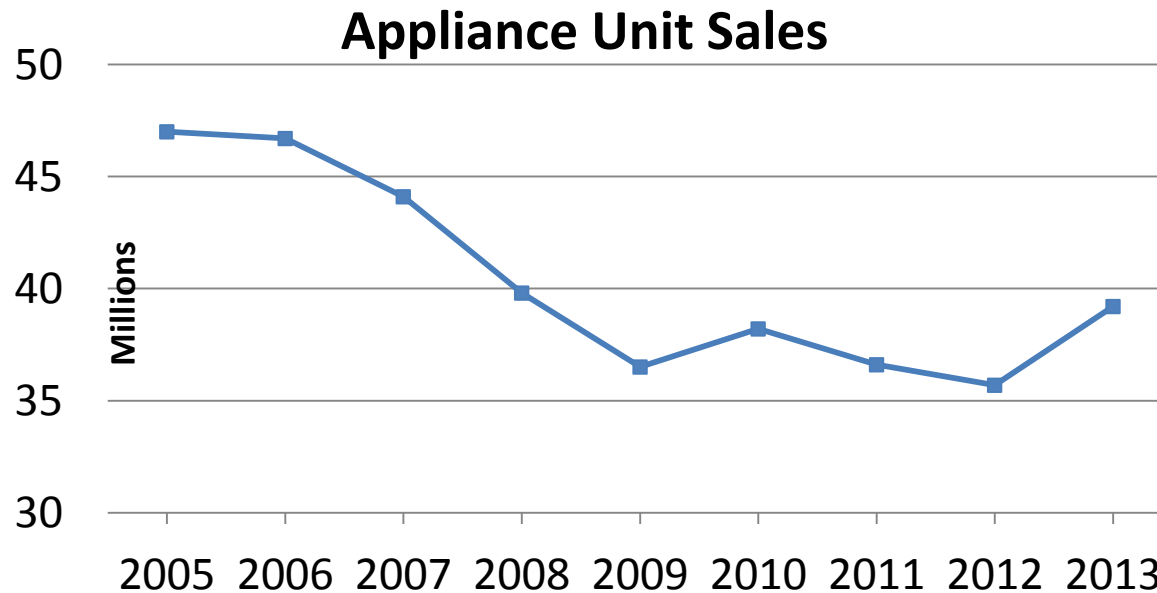
- 1:15-2:15pm: Panel: Working with Independent Retailers



ENERGY STAR Appliance Updates



State of the Appliance Market: 2013 and Earlier



- Things have not been so easy in the appliance industry over the last several years
- Shipments were at a **14-year low in 2012**
- In 2013, increased to **highest levels since 2008**



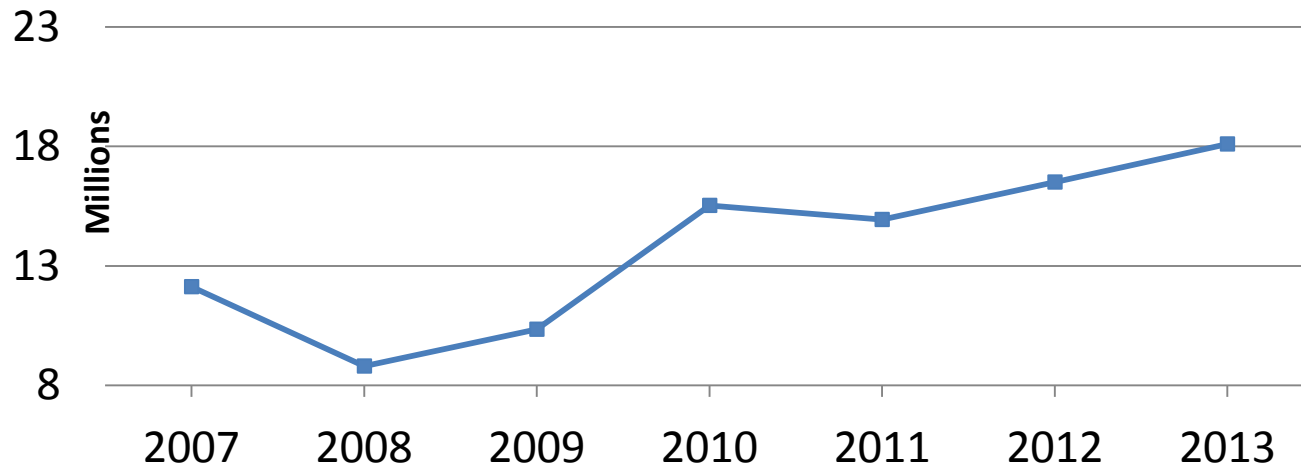
State of the Appliance Market: 2014 and Beyond

- In the early innings of a housing **recovery**, rental markets have **turned the corner**, home sales are **strengthening**.
- Annual unit shipments **grew in 2013 and is expected beyond**, boosted by increase in remodeling spending and continued growth in the housing industry.
- **2015 is expected to see increases** in existing and new home sales, home improvement product sales, and remodeling spending.



State of the Appliance Market: Moving Forward

ENERGY STAR Certified Appliance Unit Sales

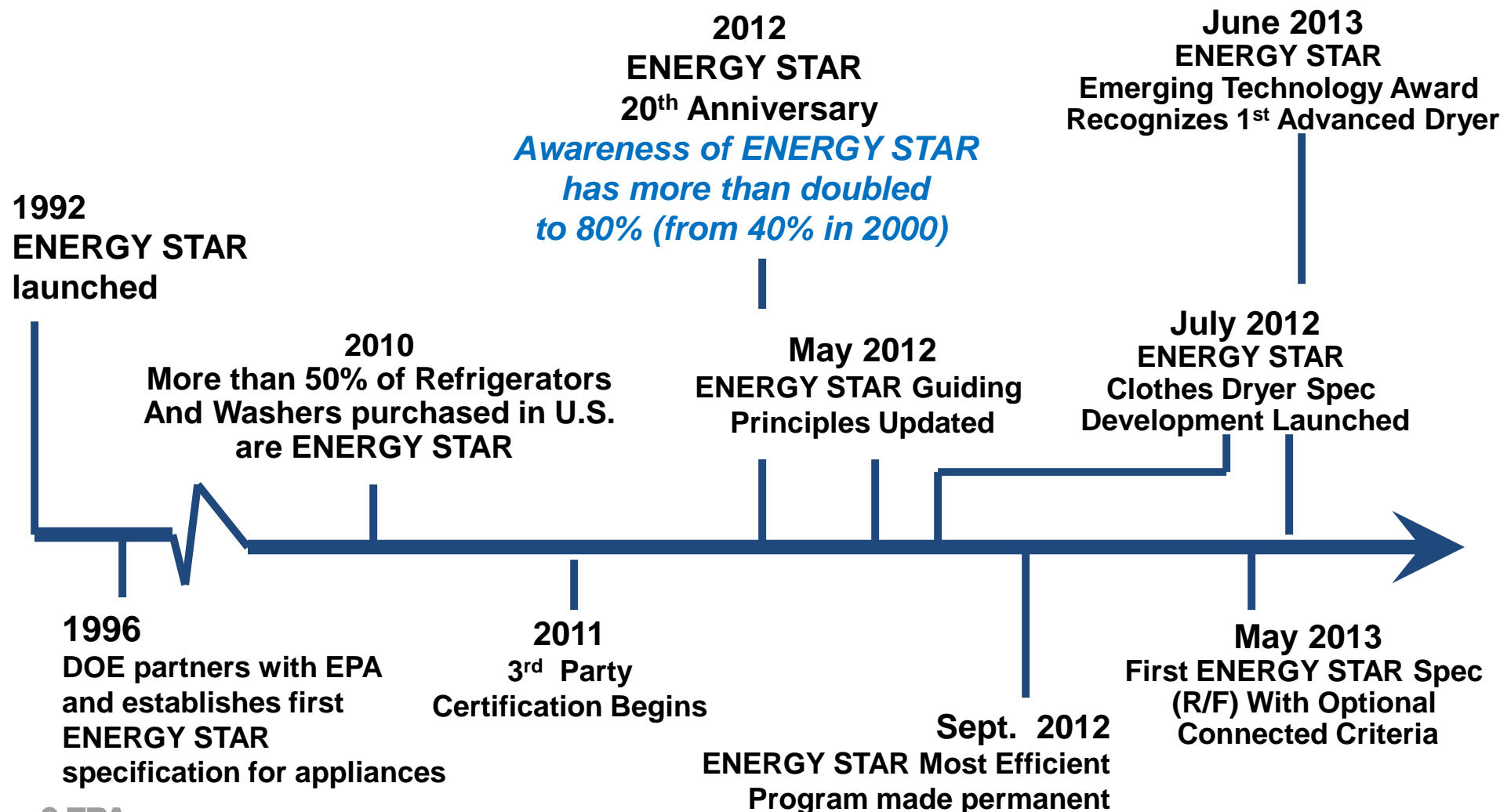


- ENERGY STAR certified appliances have continued to increase



ENERGY STAR Products

Select Highlights for Appliances

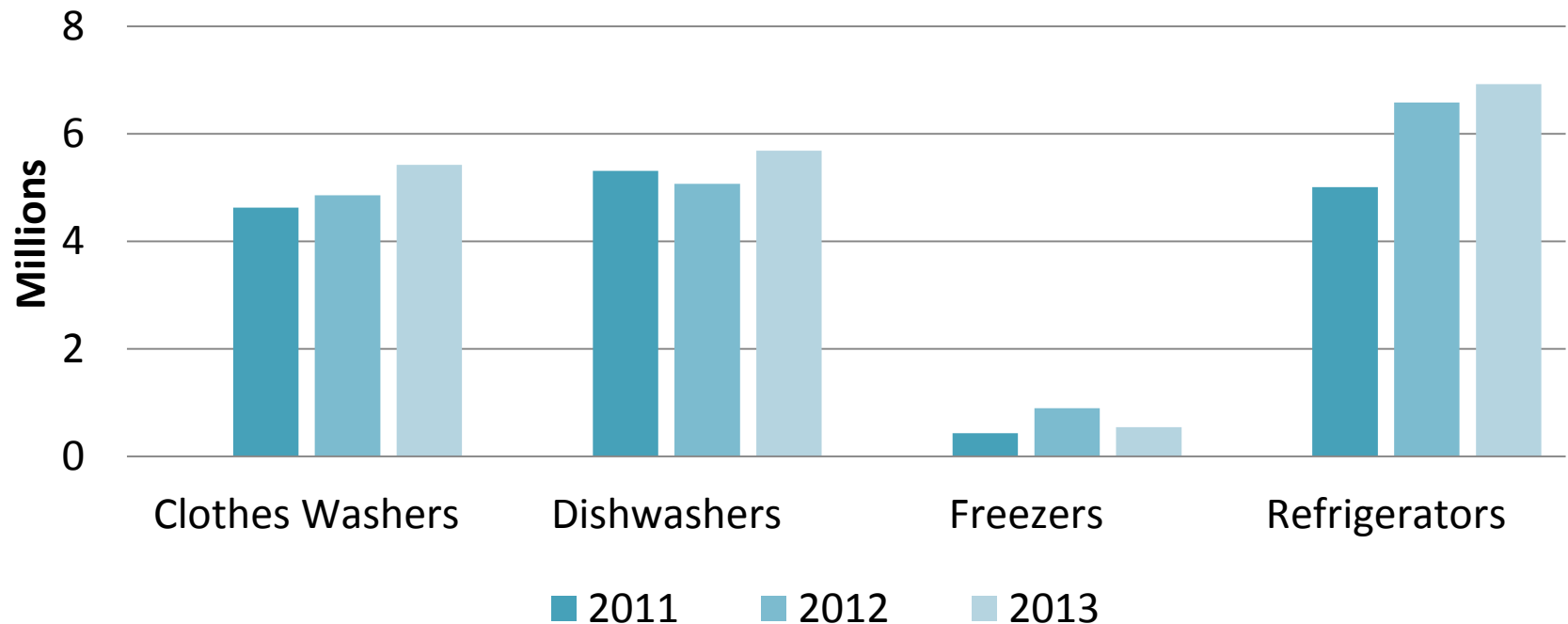




Unit Shipments

- ENERGY STAR unit shipments stayed relatively steady from 2011-2013 or even increased

ENERGY STAR Appliance Unit Shipments



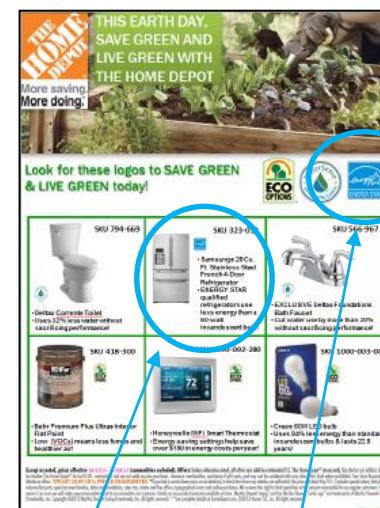
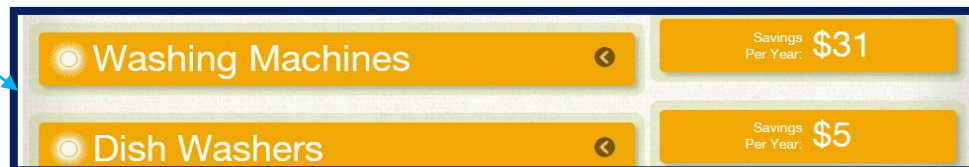
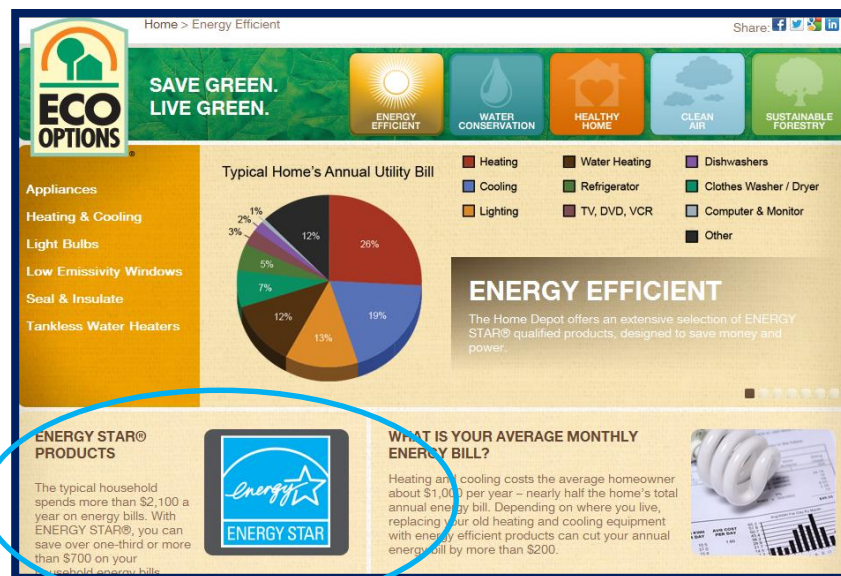


Big Year for Retail Marketing of ENERGY STAR Certified Appliances

Online, In-store, and Mobile Apps

The Home Depot

The Home Depot's EcoOption's website highlights **ENERGY STAR** products in all product categories and utilizes **ENERGY STAR** savings for appliances



Circulars prominently featured the **ENERGY STAR** logo and **ENERGY STAR** certified appliances

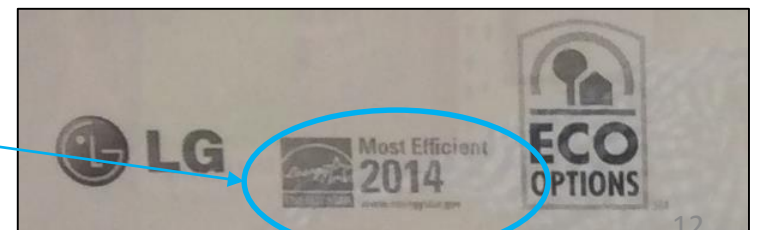
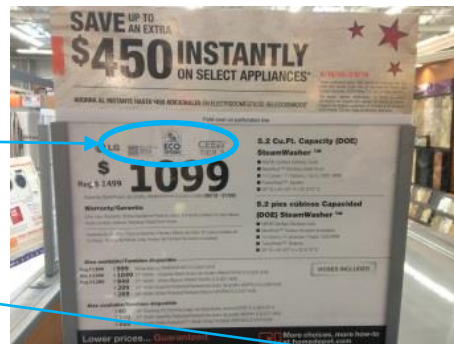
The Home Depot



ENERGY STAR on The Home Depot **store signage** and cooperative event **promotion with local utility** program sponsor



ENERGY STAR
Most Efficient 2014
on The Home Depot **price signage**



ENERGY STAR® and Sears Holdings

What is ENERGY STAR?

ENERGY STAR is the government-backed, trusted resource for energy efficiency. It identifies products in more than 60 different categories including major appliances, home electronics, lighting, and office equipment that use less energy without sacrificing quality or performance. ENERGY STAR certified products are an easy, convenient solution to your customers' energy, cost, and environmental concerns.

Save energy and money – The typical household spends more than \$2,100 a year on energy bills. With ENERGY STAR, you and your customers can save almost one-third or more than \$700. In 2011, ENERGY STAR helped Americans save \$23 billion on their utility bills.

Save the environment – People who use ENERGY STAR certified products help reduce global warming by preventing greenhouse gas emissions caused by burning fossil fuels at power plants. Americans, with the help of ENERGY STAR, prevented 210 million metric tons of greenhouse gas emissions in 2011 alone – equivalent to the annual emissions from 41 million vehicles.

Americans trust ENERGY STAR – More than 80 percent of American households recognize the ENERGY STAR label. In fact, more than 40 percent of U.S. households knowingly purchased an ENERGY STAR-labeled product in the past year. Of these purchasers, about 80 percent report they are likely to recommend products that have earned the ENERGY STAR to friends.

Sears Holdings and ENERGY STAR

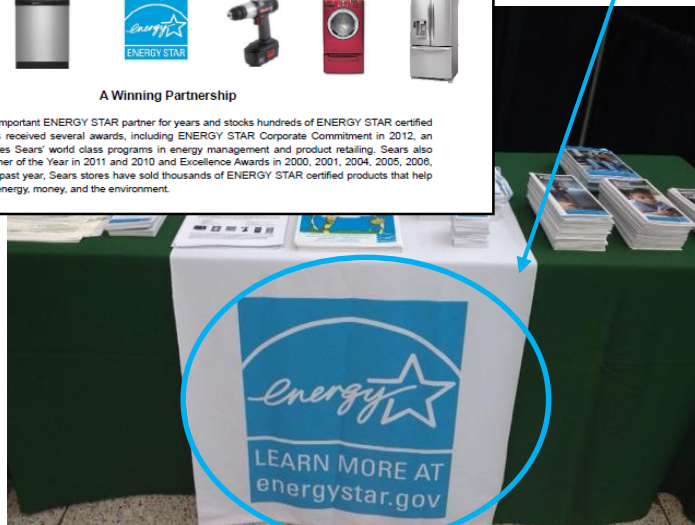
Products that earn the ENERGY STAR save energy, save money and help protect the climate by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. ENERGY STAR makes it easy for you to choose products that not only save you money, but help the environment by preventing greenhouse gases associated with global warming – all this without sacrificing the quality that you expect from these products. Sears Holdings offers a wide variety of ENERGY STAR products, including:

- Refrigerators
- Clothes Washers
- Dishwashers
- Home Office Equipment
- Lighting
- Home Improvement Products
- Televisions
- Desktop & Notebook Computers
- Home Theater
- Audio Equipment
- Power Tools with Battery Charging Systems

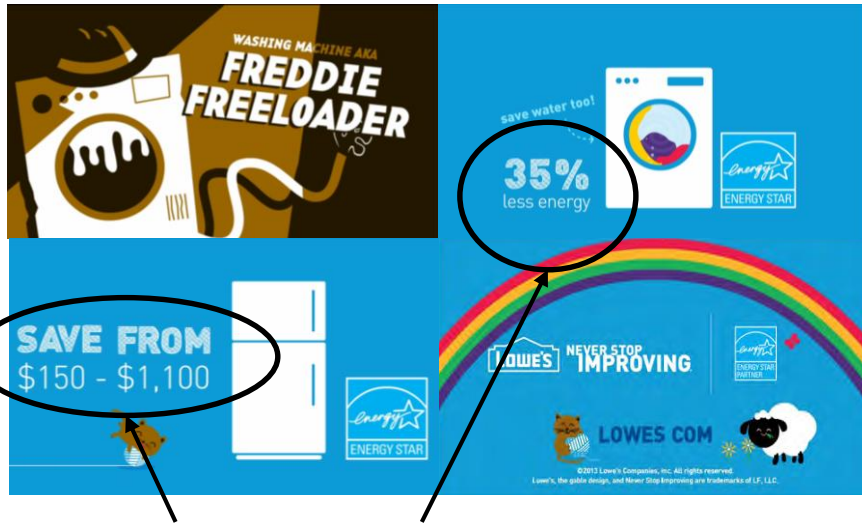
A Winning Partnership

Sears has been an important ENERGY STAR partner for years and stocks hundreds of ENERGY STAR certified products. Sears has received several awards, including ENERGY STAR Corporate Commitment in 2012, an award that recognizes Sears' world class programs in energy management and product retailing. Sears also received Retail Partner of the Year in 2011 and 2010 and Excellence Awards in 2000, 2001, 2004, 2005, 2006, and 2007. Over the past year, Sears stores have sold thousands of ENERGY STAR certified products that help consumers to save energy, money, and the environment.

Sears also frequently features ENERGY STAR appliances and offers in **circulars** \



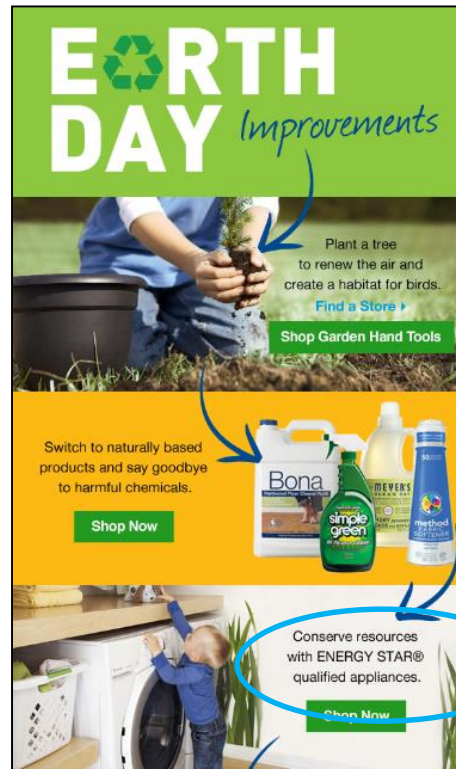
Lowe's



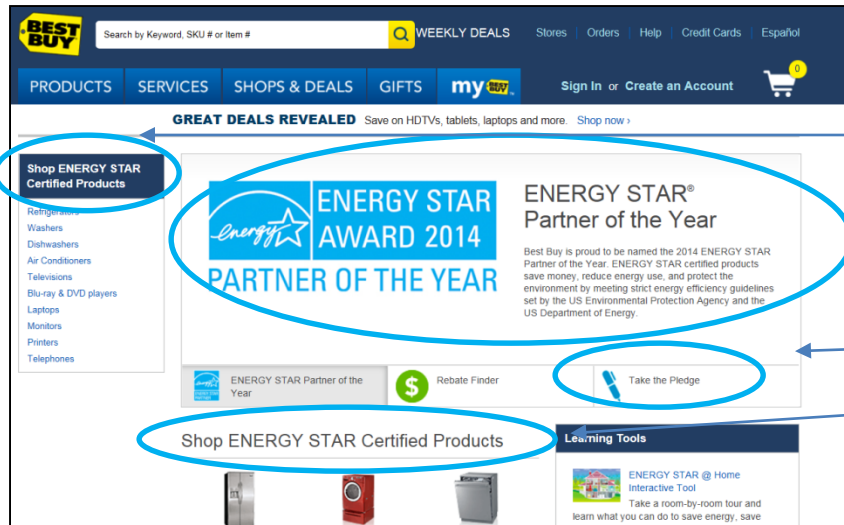
Lowe's advertises with ENERGY STAR through various media outlets, including **social media**. ENERGY STAR product specific savings claims were included to educate customers about the opportunity with ENERGY STAR



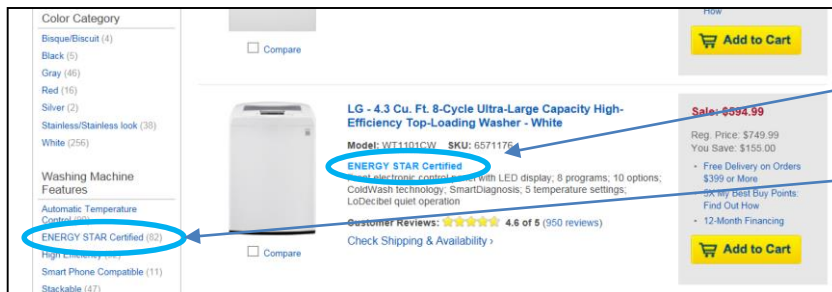
ENERGY STAR was included in **e-newsletters** to promote a 10% off ENERGY STAR appliance offer and Earth Day



Best Buy



Best Buy's ENERGY STAR **web page** with Partner of the Year award, "ENERGY STAR Certified Products" filters, appliance savings calculator, and link to the pledge



Best Buy labels and allows for **product filtering** ENERGY STAR certified appliances

Best Buy

GO GREEN. SAVE GREEN. Upgrade and save on ENERGY STAR® certified appliances and TVs for every room of your home.

3 YEAR FINANCING

SAVE AN ADDITIONAL 5%¹ ON ENERGY STAR® CERTIFIED APPLIANCES when you use your Best Buy® credit card

BEST BUY

MAJOR APPLIANCES

10%-20% OFF² MAJOR APPLIANCES Plus, save an additional 5% on ENERGY STAR® certified appliances when you use your Best Buy® credit card

LG

\$2399⁹⁹
AFTER \$100 SAVINGS
31 cu. ft. Large-Capacity French Door Refrigerator
(LFXJ1225SD) SKU: 2418006
Reg. Price \$2499.99
Also available in counter depth.
SKU: 2460039 Reg. Price \$2499.99
Sale Price \$2399.99

LOW PRICE GUARANTEE

FRIGIDAIRE

\$989⁹⁹
AFTER \$210 SAVINGS
26 cu. ft. Side-by-Side Refrigerator
(FFHS222MS) SKU: 3568415
Reg. Price \$1199.99

Whirlpool

\$2599⁹⁹
BEFORE \$300 SAVINGS
28.6 cu. ft. French Door Refrigerator
(WRT9552DM) SKU: 5072406
Reg. Price \$2899.99

LG

\$1839⁹⁹
AFTER \$440 SAVINGS
24.7 cu. ft. French Door Refrigerator
(LXJ25974SD) SKU: 2869309
Reg. Price \$2279.99

LG

\$269⁹⁹
AFTER \$100 SAVINGS
Over-the-Range Sensor Cook Microwave
(LVY1813ST) SKU: 9842622
Reg. Price \$369.99

\$1457⁹⁹
AFTER \$342 SAVINGS
5-Burner Self-Cleaning Double Oven Gas Convection Range
(LCK3074AS) SKU: 2536659
Reg. Price \$1799.99
Also available in Electric SKU: 1170871

FREE INSTALLATION³ WITH THE PURCHASE OF ANY DISHWASHER \$399 & UP

Amana

\$299⁹⁹
AFTER \$100 SAVINGS
3.4 cu. ft., 8-Cycle Washer
(NFW4633SH) SKU: 4911217
Reg. Price \$399.99

LG

\$989⁹⁹ EACH
AFTER \$120 SAVINGS
4.0 cu. ft., 12-Cycle High-Efficiency Steam Washer
(TW3476NA) SKU: 3600383

7.3 cu. ft., 12-Cycle Steam Electric Dryer
(DUE33476N) SKU: 3606402
Reg. Price \$1199.99 Each
Shown on optional pedestals.
Sold separately. SKU: 9763303 \$249.99 Each

5.0 cu. ft., 15-Cycle High-Efficiency Washer with AquaJet™
(W4505FABSCP) SKU: 8218062
\$1079⁹⁹ EACH
AFTER \$120 SAVINGS

7.4 cu. ft., 15-Cycle Steam Electric Dryer
(DUE50FABSCP) SKU: 8267395
Reg. Price \$1199.99 Each

\$539⁹⁹
AFTER \$100 SAVINGS
4-Cycle Dishwasher
Sound rating: 51 dBA.
(DWT4000S2A0) SKU: 9980225
Reg. Price \$639.99

\$629⁹⁹
AFTER \$70 SAVINGS
6-Cycle Dishwasher with Stainless Steel Interior
Sound rating: 57 dBA.
(SHE34675UC) SKU: 2638232
Reg. Price \$699.99

FREE DELIVERY, HAUL AWAY AND RECYCLING⁴ ON APPLIANCE PURCHASES \$429 AND UP

¹ Markedowns taken from regular prices. Excludes Pacific Sales/Pacific Kitchen & Home products, Clearance & More and Marketplace items, clearance, demo and open-box items. GE and Whirlpool brands limited to 10% off. 18 APR17 Selection varies by store. Roundbacks on insert items only.

² Only on ENERGY STAR® certified models. Excludes Pacific Sales/Pacific Kitchen & Home products, Clearance & More and Marketplace items, clearance, demo and open-box items.

³ Free delivery and haul-away offer applies to standard delivery (\$49.99) on appliance purchases \$429 and up, and to limited metro delivery areas. Excludes prior purchases, special orders and clearance items. Additional parts, extensive labor and installation charges are extra. Sales tax not included. Orders after may vary. See a Customer Specialist for details. Best Buy will remove old appliances from consumer's residence and send them to a third-party recycling company who will reuse and/or recycle each unit. The cost to which parts of any appliance may be reused or recycled will depend on the nature of the unit. For more information see BestBuy.com/Recycling

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Best Buy's ENERGY STAR focused **circular** highlighted which products were certified through their use of the label and mentioned savings associated with the product

Nationwide Marketing Group

Nationwide Marketing Group and its members regularly run **ENERGY STAR** focused promotions and promote the benefits of ENERGY STAR appliances on **store signage** and in **circulars**

smarter savings

ENERGY STAR AWARD 2013 PARTNER OF THE YEAR

GE \$200 UP TO Laundry Rebate
By Mail with the purchase of a ENERGY STAR qualifying GE Top Load Washer & Dryer.
Good 'til April 21, 2013.
See store for details.

Enter Link to E-Circular Here

SAVE \$200 ON THE PAIR	SAVE \$400	SAVE \$500
GE® HE Front Load Washer • 3.6 cu. ft. Capacity • CEE Tier II Qualified • Speed Wash/Sanitize Cycles • Stainless Steel Basket • eWash Option • eDry Option • eWater Saver	GE® 29 cu. ft. French Door Refrigerator • Showcase LED Lighting • Advanced Filtration System • Dual IceMaker • eEnergy Star	GE Profile® 29 cu. ft. Stainless Steel French Door Refrigerator • TwinChill™ Evaporators • Advanced Filtration System • Hands-Free AutoFill • eEnergy Star
GE® Electric Dryer • 7 cu. ft. Capacity • 7 Dry Cycles • SmartDry Cycle • eDry Option • eWater Saver	GE® 29 cu. ft. French Door Refrigerator • Showcase LED Lighting • Advanced Filtration System • Dual IceMaker • eEnergy Star	GE Profile® 29 cu. ft. Stainless Steel French Door Refrigerator • TwinChill™ Evaporators • Advanced Filtration System • Hands-Free AutoFill • eEnergy Star
Optional pedestals sold separately Clear the floor and display. Call qualified service and have enough money in spending coin budget for remodeling plan.	Now \$799 (Previously \$999)	Now \$2399 (Previously \$2799)

Enter Special Offers and Financing Here

ENERGY STAR AWARD 2013 PARTNER OF THE YEAR

Replacing your old appliance with an ENERGY STAR® qualified model is the smart choice. ENERGY STAR products use less energy, save money on electric bills, and help fight global warming.

smarter saver

smarter savings

WE SELL ENERGY STAR

14 BILLION BUYING POWER

SPECIAL FINANCING AVAILABLE

Offer available April 10 to April 22, 2013.
See store associate for details. Subject to credit approval.

ENERGY STAR AWARD 2013 PARTNER OF THE YEAR

ENERGY STAR® products use less energy, save money on electric bills and help fight global warming.

smarter saver

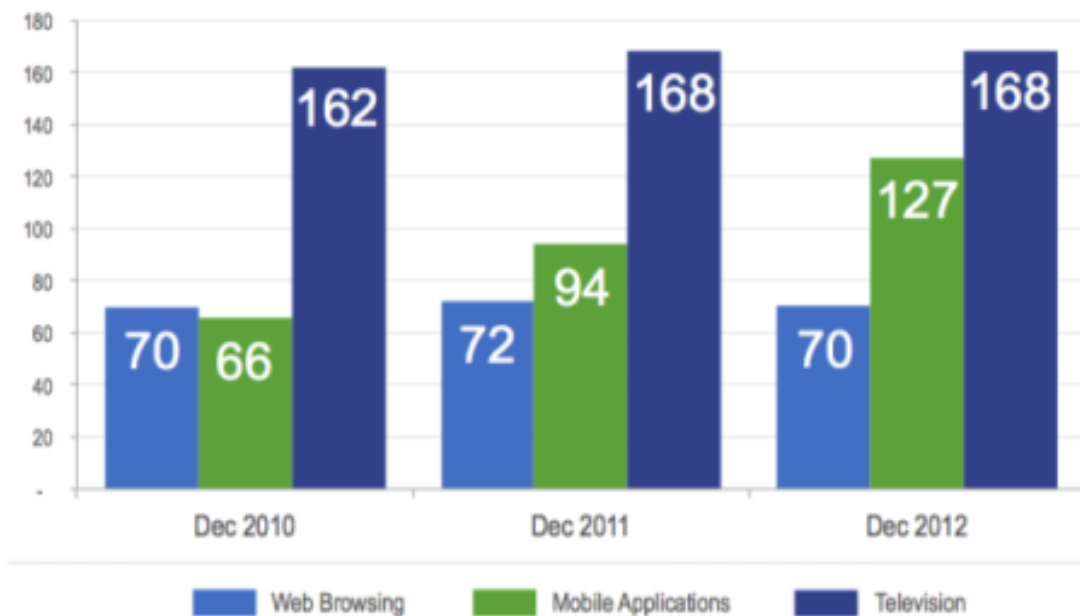


Exciting Opportunity with Retail Mobile Apps

The Growing Influence of Mobile

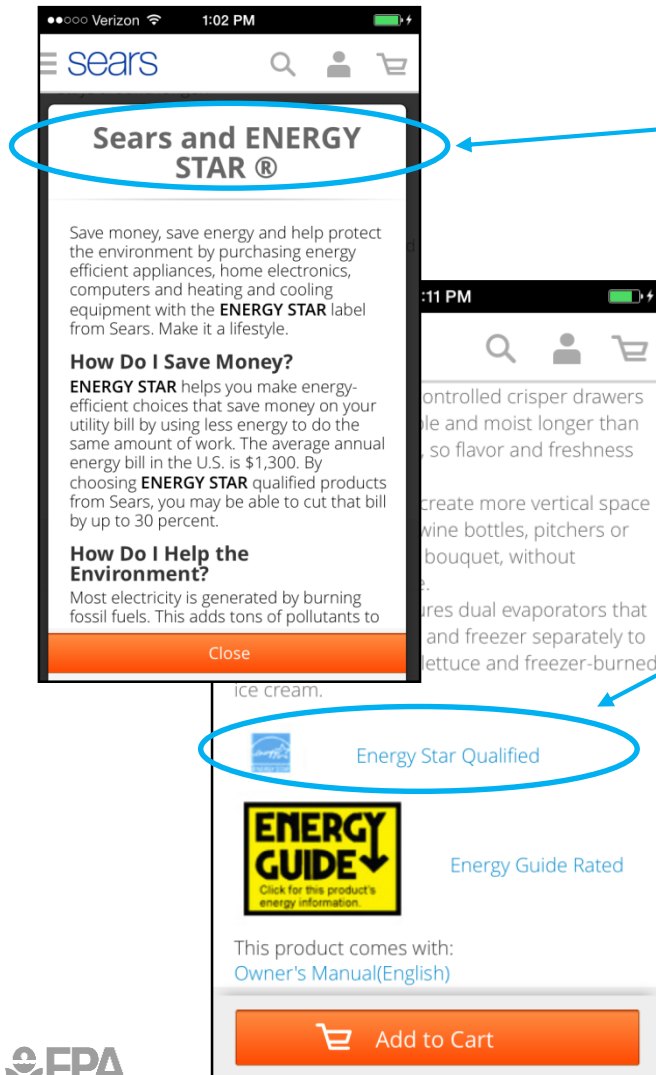
eMarketer estimated that there would be 115.8 million smartphone users in the US by the end of 2012, with that number growing to 176.3 million by 2015

U.S. Web vs. Mobile App vs. TV Consumption, Minutes per Day



- The “mobile influence factor” on retail purchases will increase to \$689 billion – 19 percent of total store sales – by 2016
- 25 percent of consumers engage in online shopping only via mobile
- 47 percent of smartphone owners rely on smartphones to find out more information about a product

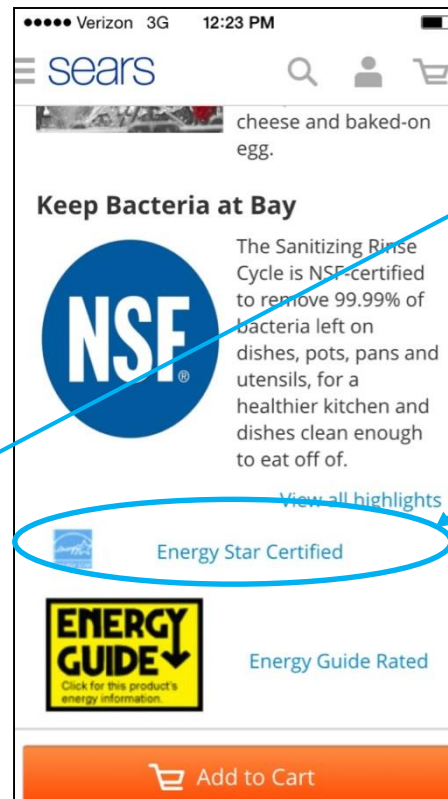
Sears Mobile App



Mobile app features a **dedicated ENERGY STAR** page

Includes **certification mark and text** in product specifications

Recently changed “qualified” to “certified”

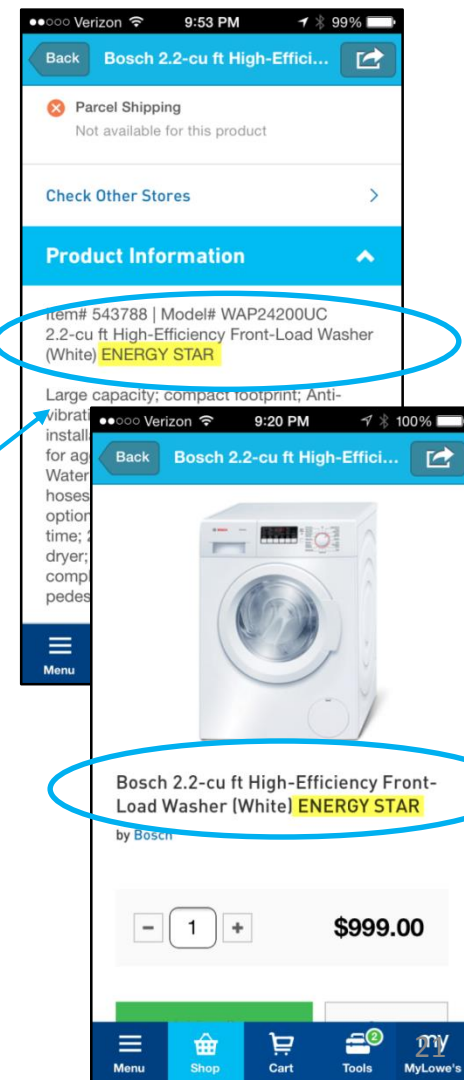


Lowe's Mobile App



Website labels ENERGY STAR certified appliances with both the **certification mark and text in the product description**. It also allows for **filtering** by ENERGY STAR

Mobile app uses **text in the product description**

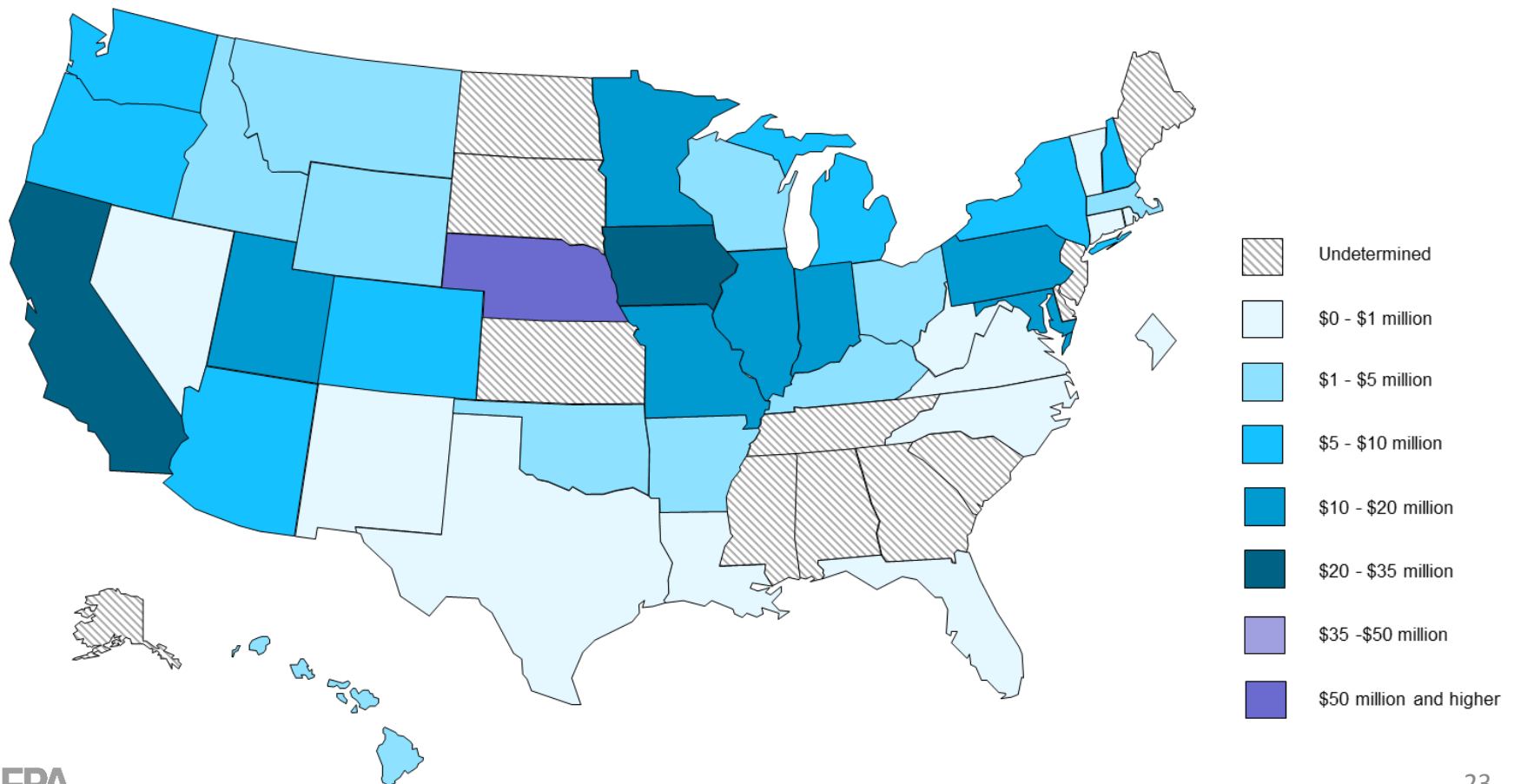




Utility Promotions For ENERGY STAR Appliances Stay Strong

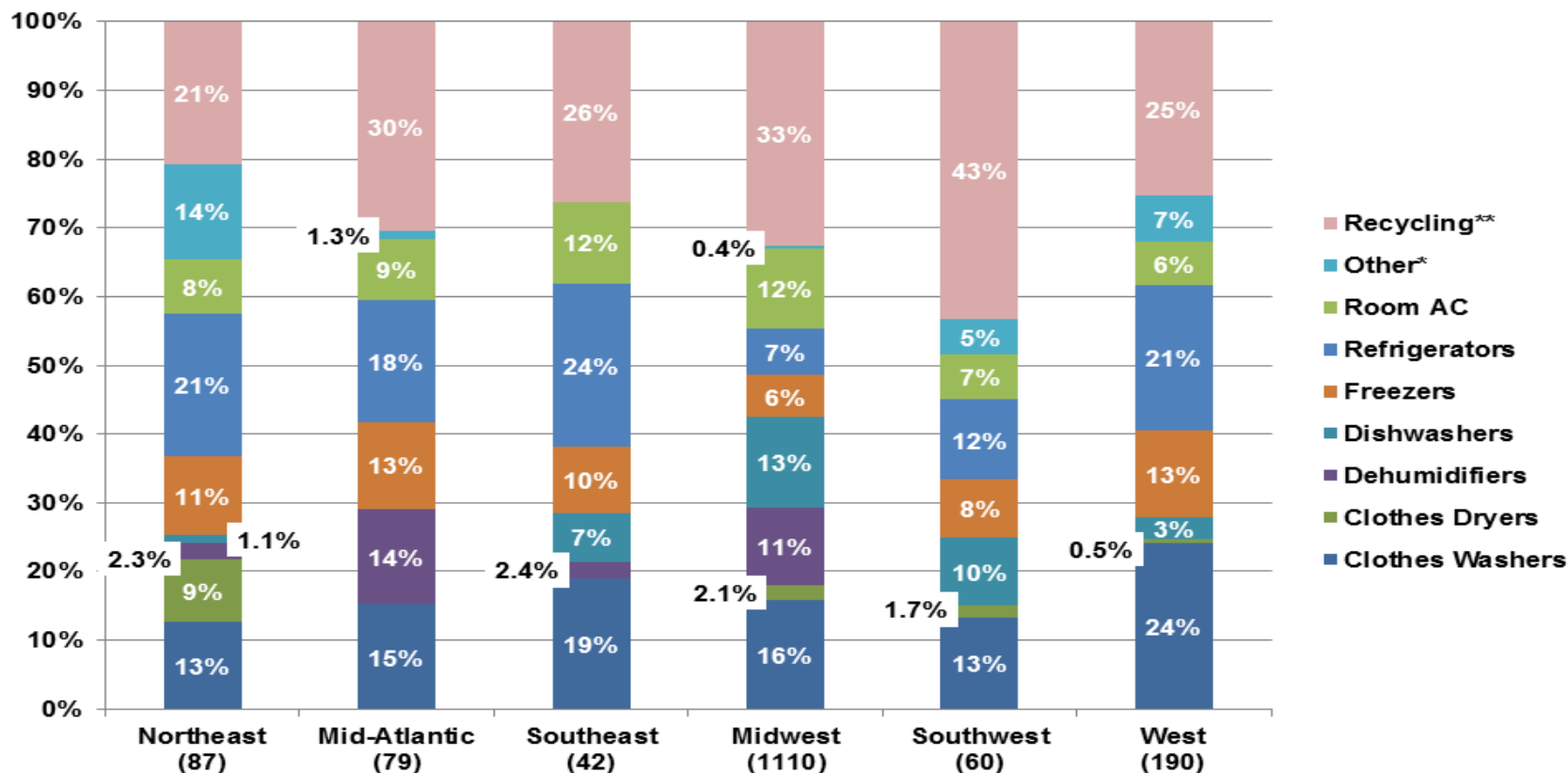
Appliance Utility Promotions

Nearly 55% of states had appliance program budgets larger than \$1 million, and 10 states devoted more than \$10 million to their appliance programs.



Utility Promotions: By Type and Region

2014 ENERGY STAR Appliance Promotions by type and region: refrigerator recycling saw the largest increase in incentives offered in 2014





DTE's promotion of **ENERGY STAR certified appliances** in various retail locations. This is a great example of EEPS partners promoting and educating consumers on what they'll find at their local retailer.



Manufacturer Partners Amp Up the Volume on ENERGY STAR Product Line Ups

It happened! Whirlpool was the first manufacturer with an **ENERGY STAR certified dryer**.

Reviewed.com Laundry

CAMERAS TELEVISIONS OVENS LAUNDRY DISHWASHERS REFRIGERATORS VACUUMS SMARTPHONES LAPTOPS TABLETS MORE

REVIEWS NEWS BRANDS & CATEGORIES HOW WE TEST VIDEO ETHICS Test by Experts

REVIEWED.COM > LAUNDRY > WHIRLPOOL

Whirlpool Duet WED87HEDW Dryer Review

America's first Energy Star dryer is also a stellar performer.

\$1,099.00

Editors' Choice

JUN 17 2014

LAUNDRY

Whirlpool First With Energy Star Dryer

Benton Harbor, Mich. — Whirlpool's Duet steam dryer has become the first clothes dryer to receive Energy Star certification.

6/17/2014 09:15:00 AM Eastern

By: Alan Wolf
Follow @AlanWolf_TWICE

Like 14 Tweet 2 Share 19

Whirlpool's Duet steam model is the first clothes dryer to receive Energy Star status.

Benton Harbor, Mich. — Whirlpool's Duet steam dryer has become the first clothes dryer to receive Energy Star certification.

Dryers were permitted to contend for Energy Star status for the first time after the Environmental Protection Agency (EPA) approved new specifications in May. Qualifying gas, electric and compact dryers will use about 20 percent less energy than next year's minimum efficiency standards thanks to improved sensors and the use of heat pumps to recirculate hot air.

Whirlpool said its Duet dryer, model WED87HED, employs advanced moisture sensors to assure the cycle ends precisely when the load is dry, and dual element modulation technology to adjust the heat output based on the exact moisture content in the clothes.

"Clothes dryers are the next frontier for significant residential energy efficiency gains, and we are proud to be the first manufacturer to offer Energy Star dryers," said Nick Gillespie, the majap maker's government relations senior manager. "Our long history of building

ConsumerReports.org Find Ratings

Cars Appliances Electronics Home & Garden Babies & Kids

Home > Appliances > First Energy Star dryer saves energy and money

First Energy Star dryer saves energy and money
Innovative Whirlpool Duet dryer first to earn energy-saving badge

Published June 19, 2014 03:45 PM


Look for additional ENERGY STAR certified dryers at
<http://www.energystar.gov/productfinder>




Samsung's signage for **ENERGY STAR certified refrigerators**. In 2014 Samsung won the ENERGY STAR Partner of the Year award and the Climate Communication award.



SAVE WITH SAMSUNG




GET A FREE ONE YEAR SUPPLY OF WATER FILTERS WITH PURCHASE OF ANY 2014 ENERGY STAR REFRIGERATOR.
A \$100 VALUE.*
*Based on two filters per year at \$49.99 per filter.



SAVE MONEY


YOU'LL ALSO BE HELPING TO SAVE THE PLANET, SINCE ALL SAMSUNG ENERGY STAR REFRIGERATORS USE BETWEEN 10% AND 22.4% LESS ENERGY.**

**Compared to Samsung 2014 non ENERGY STAR refrigerators based on 2014 ENERGY STAR standards and third party certification body testing lab.

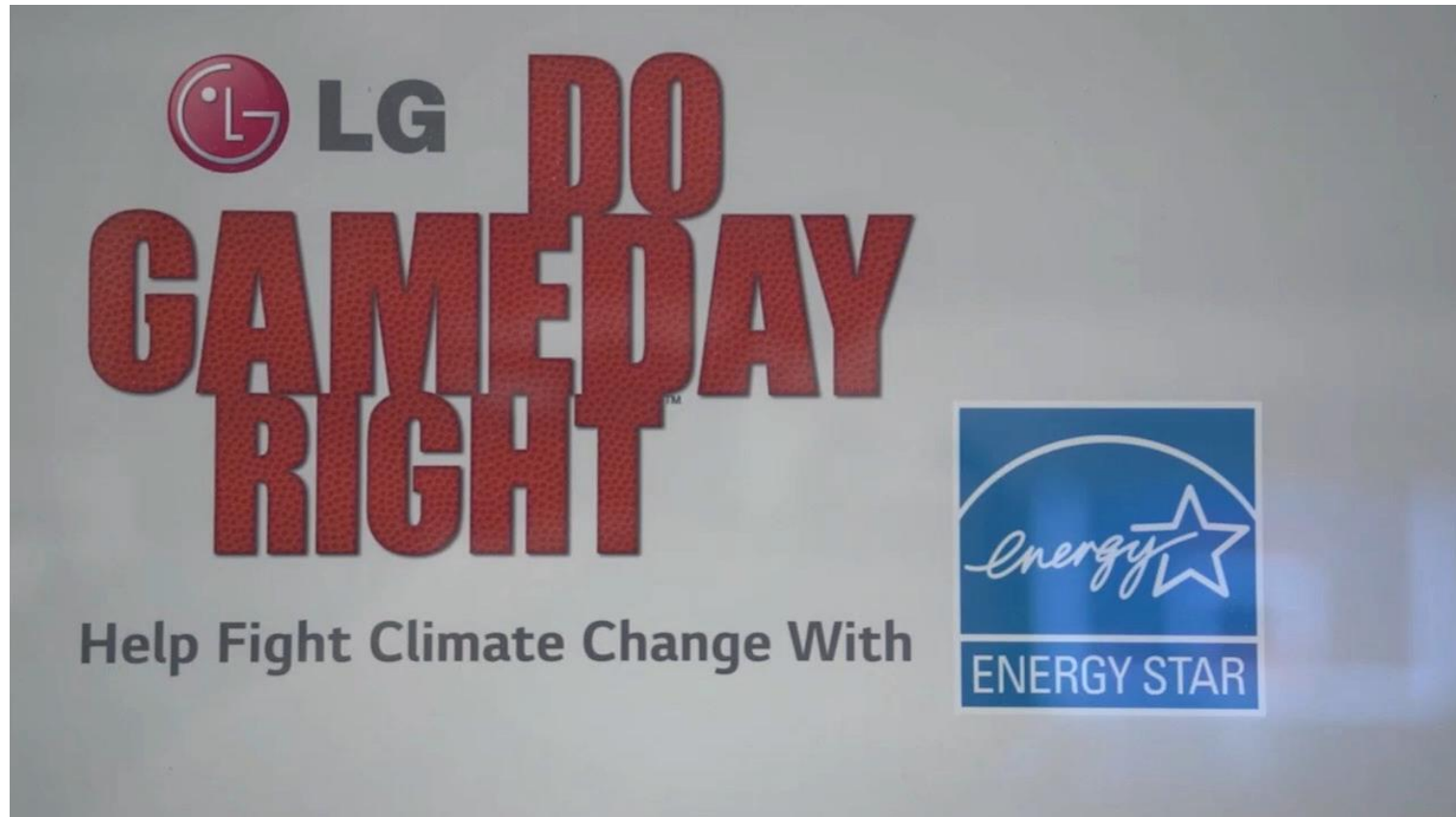


HURRY BEFORE TIME RUNS OUT! **SAVE NOW** →

PROMO EFFECTIVE DATES: 09/07 - 10/01/2014



SAMSUNG



LG's NCAA Final Four Game Day event featuring **ENERGY STAR Certified Appliances.**



Growing Focus on ENERGY STAR Most Efficient



ENERGY STAR Most Efficient 2014

Product Category	Models	ENERGY STAR Partners
Boilers	122	17
Ceiling Fans	47	15
Central Air Conditioners and Air Source Heat Pumps	55	8
Clothes Washers	119	9
Computer Monitors	82	22
Furnaces	94	6
Geothermal Heat Pumps	236	7
Refrigerators-Freezers	13	5
Televisions	135	16
Ventilating Fans	212	11
Windows	380	43
Total	1495	159




ENERGY STAR Most Efficient Promotion

- Regional spot-market promotions targeting “Super Greenies”
 - Individuals who care about the environment, have buying power, and demand high-performance products
- Target markets: Albany, NY (NYSERDA) and Sacramento, CA (SMUD and PG&E)
 - Markets were selected based on utility partner interest and concentration of “Super Greenies”
- Promotion runs through mid-November
- Evaluation metrics
 - Impressions
 - Sales lift

ENERGY STAR Most Efficient Web Page

← → ↻



Products






Find ENERGY STAR Products

Product Finder

How a Product Earns the Label

Save Energy at Home

Join Our Movement



ENERGY EFFICIENT products

ENERGY SAVINGS at home

ENERGY EFFICIENT new homes

ENERGY STRATEGIES FOR buildings & plants

[ABOUT ENERGY STAR](#)

[PARTNER RESOURCES](#)


Home > Products > Find ENERGY STAR Products > ENERGY STAR Most Efficient 2014

ENERGY STAR Most Efficient 2014

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

WHEN ONLY THE BEST WILL DO.


Looking for the ENERGY STAR label is a simple way to save you money and protect the environment. Now EPA introduces ENERGY STAR Most Efficient 2014, a new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation. It is an award that truly represents the best of ENERGY STAR.




Most Efficient 2014

ENERGY STAR www.energystar.gov


FEATURED UTILITY PARTNERS



[Rebates Available](#)




[Rebates Available](#)





[Supporting Local Business](#)


See Other ENERGY STAR Most Efficient 2014 Supporting Utilities

Products Recognized as ENERGY STAR Most Efficient in 2014









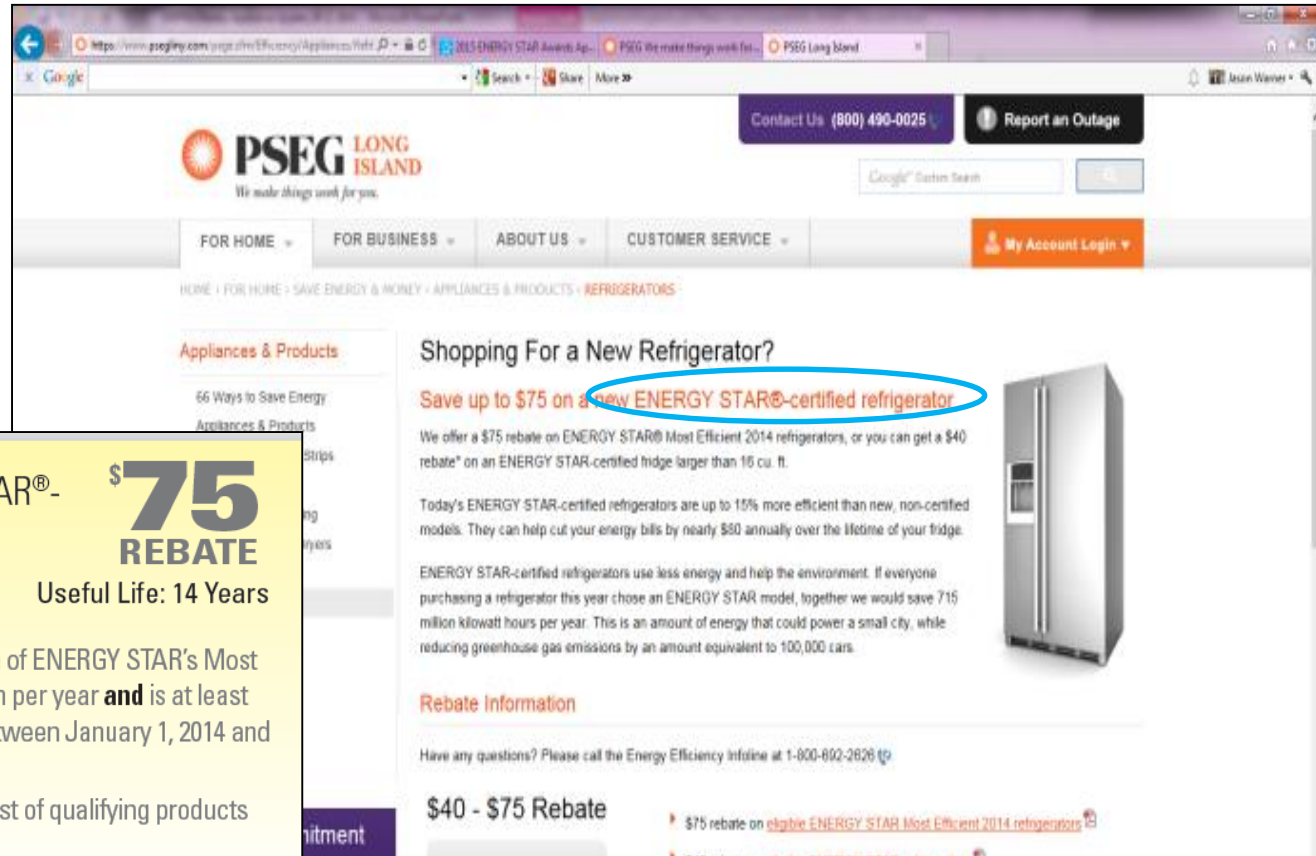
Regional Spot Market Promotion Tactics

- In-Store Messaging
 - Select retail partners to promote the ENERGY STAR Most Efficient products
 - Hang tag and table tent signage
- Drive traffic to energystar.gov landing page
 - Energystar.gov/moste efficient
 - Features partner promotions
 - Lists retailers selling ENERGY STAR Most Efficient products in targeted areas



Sample signage

ENERGY STAR Most Efficient



The screenshot shows the PSEG Long Island website. The main navigation bar includes links for 'FOR HOME', 'FOR BUSINESS', 'ABOUT US', and 'CUSTOMER SERVICE'. A search bar and a 'My Account Login' button are also present. The page is titled 'Shopping For a New Refrigerator?' and features a large image of a refrigerator. The text on the page states: 'Save up to \$75 on a new ENERGY STAR-certified refrigerator'. Below this, it says: 'We offer a \$75 rebate on ENERGY STAR® Most Efficient 2014 refrigerators, or you can get a \$40 rebate* on an ENERGY STAR-certified fridge larger than 16 cu. ft.' The 'Rebate Information' section further details the offer: '\$40 - \$75 Rebate' and '\$75 rebate on eligible ENERGY STAR Most Efficient 2014 refrigerators'. A blue circle highlights the text 'new ENERGY STAR-certified refrigerator' in the headline.



MOST EFFICIENT ENERGY STAR®-
QUALIFIED REFRIGERATOR

**\$75
REBATE**

Useful Life: 14 Years

Requirements:

1. Purchase a new qualifying refrigerator that is one of ENERGY STAR's Most Efficient which uses less than or equal to 481 kWh per year **and** is at least 30% more efficient than federal requirements, between January 1, 2014 and December 31, 2014.
2. The product Model Number must appear on the list of qualifying products found at www.sce.com/rebates.
3. Install the qualifying refrigerator by February 28, 2015.
4. The new refrigerator must be the primary refrigerator used in the home.
5. Provided proof of purchase with your application.
6. Limit: One of any type of HEER refrigerator rebate per Installation Address. One rebate per useful life.



ENERGY STAR Most Efficient

Save Energy. Get Money Back.
Ahorre Electricidad. Reciba un Reembolso.

\$35 Rebate
Reembolso de \$35

When you buy a new ENERGY STAR®-Certified refrigerator.

Con la compra de un nuevo refrigerador certificado por ENERGY STAR®.



or
o

\$75 Rebate
Reembolso de \$75

When you buy a new ENERGY STAR
Most Efficient refrigerator.

Con la compra de un nuevo refrigerador
ENERGY STAR Most Efficient.



See a sales associate for details
or go to sce.com/rebates for a
list of qualifying refrigerators.


Hable con un vendedor para más
detalles o entre a sce.com/rebates para
una lista de los refrigeradores elegibles.




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FOR OVER 100 YEARS...LIFE. POWERED BY EDISON.

ENERGY STAR Most Efficient

 NEED HELP? CONTACT US TODAY

 FIND A CONTRACTOR OR RETAILER



FOR MY HOME

FOR MY BUSINESS

FOR PARTNERS

MORE ABOUT US

BLOG ENERGY. FORWARD.



Clothes Washers

General Info

Rebates

Find a Retailer

Tips

Clothes Washer Rebates

Efficiency Vermont offers a \$40 - \$75 rebate on select ENERGY STAR® certified clothes washers. Offer good through December 31, 2014. The select ENERGY STAR appliances eligible for this rebate help you save energy and money while helping to protect the environment.

- View and print a rebate form or complete our online rebate application below.
- View the list of qualifying clothes washers

Eligibility and terms of promotion:

- Valid for purchases made 6/1/14 through 12/31/14. All rebate requests must be postmarked no later than 1/31/15.
- The select ENERGY STAR clothes washers eligible for a \$40 rebate meet the Consortium for Energy Efficiency's (CEE) Tier 3 Specifications. The clothes washers eligible for a \$75 rebate meet ENERGY STAR Most Efficient specifications.
- This rebate offer is available to electric utility customers in Vermont only and must be installed in Vermont.

FIND A RETAILER

56 Total Results

SEARCH



Website Updates

- ✓ Price and locator functionality to premiere on the ENERGY STAR Most Efficient 2015 website
- ✓ Plan for all retail-based ENERGY STAR Most Efficient product categories; beginning with pilot set
- ✓ Will enhance consumer search experience by providing real time price and location information for purchasing products

For additional details, attend the **ENERGY STAR Product Information Tailored to Your Consumer** session!



New Opportunities in 2015

***Take Advantage of the Momentum with
ENERGY STAR***



ENERGY STAR Specifications

We have been very busy in 2014 within the appliance categories:

- Refrigerator/Freezer specification Version 5.0
- Dishwashers Version 6.0 development
- Clothes Washers Version 7.0 available for early certification
- Room Air Conditioners Draft 1 Version 4.0 is available for comment

For more product-focused information on recent, current, and upcoming revisions to the ENERGY STAR appliance specifications come to the **ENERGY STAR Moving Forward: Appliance Specification Updates**

Appliance Marketing Efforts: Early Replacement and Recycling Promotion

ENERGY STAR Refrigerators are more efficient than ever!

19.5 million 15yr+ refrigerators still in use throughout the U.S.

Manufacturers are reinvesting in refrigeration to supply the demand for sleeker, stylish, and connected refrigerators.

Generate excitement around early replacement while also connecting the ENERGY STAR brand with personal benefits and helping to protect the environment.





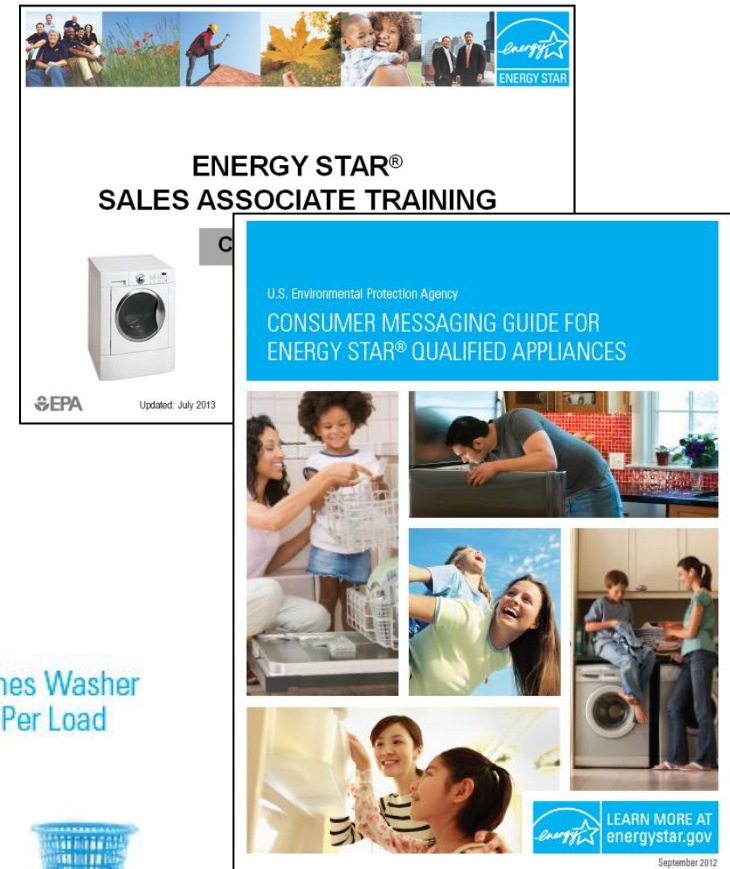
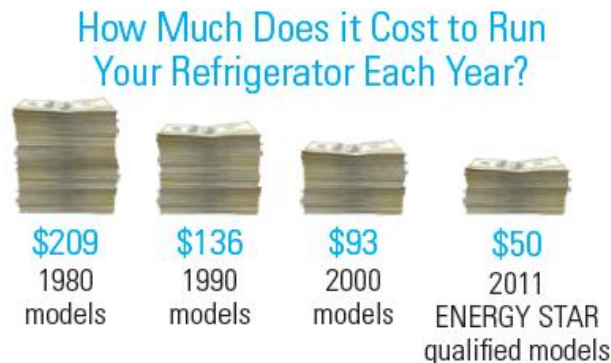
The Opportunity in a *Dryer* World

Dryers is an exciting opportunity in the energy efficient appliance world. The ENERGY STAR program has made great strides to reduce dryer energy use:

- New ENERGY STAR Dryer Product Category
- Advanced Sensor Technology
- Lower Heat = Less Energy = Savings
- New Dryer Webpage and Upcoming Materials

Appliance Messaging and Training Resources

- ENERGY STAR Consumer Messaging Guide for Certified Appliances
- ENERGY STAR Appliances Sales Associate Training
- ENERGY STAR Most Efficient Appliances Training





Rebate Finder

- Improved interface for finding rebates
- New backend to enable more frequent updates from partners
- New interface for partners **coming soon!**
- *Rebate Finder Demo – www.energystar.gov/rebatefinder*

The screenshot shows the ENERGY STAR Rebate Finder website. At the top, there's a navigation bar with the ENERGY STAR logo, a search bar, and social media links. Below this is a menu with categories: ENERGY EFFICIENT products, ENERGY SAVINGS at home, ENERGY EFFICIENT new homes, and ENERGY STRATEGIES FOR buildings & plants. There are also links for ABOUT ENERGY STAR and PARTNER RESOURCES.

The main heading is "Special Offers and Rebates from ENERGY STAR Partners". Below this, a paragraph explains that ENERGY STAR partners occasionally sponsor special offers, such as sales tax exemptions or credits, or rebates on certified products. It also mentions recycling incentives for old products. A note states that EPA does not sponsor rebates or special offers, nor do all ENERGY STAR partners. It encourages users to read more about federal tax credits for energy-efficient improvements and to contact the special offer sponsor directly for questions or comments.

The interface includes a search bar and a "Search by" section with a dropdown menu set to "All products". Below this, there are several columns of product categories, each with a list of items and their counts in parentheses:

- Appliances**
 - Air Purifiers (Cleaners) (15)
 - Clothes Dryers (33)
 - Clothes Washers (178)
 - Dehumidifiers (101)
 - Dishwashers (81)
 - Freezers (261)
 - Refrigerators (324)
- Building Products**
 - Residential Windows, Doors, and Skylights (51)
 - Roof Products (1)
 - Sealing and Insulation Products (38)
- Commercial Appliances**
 - Commercial Clothes Washers (6)
 - Water Coolers (1)
- Commercial Food Service**
 - Commercial Ovens (1)
 - Commercial Dishwashers (66)
 - Commercial Fryers (88)
 - Commercial Griddles (53)
 - Commercial Hot Food Holding Cabinets (68)
 - Commercial Ice Machines (62)
 - Commercial Ovens (104)
 - Commercial Refrigerators and Freezers (2)
 - Commercial Steam Cookers (95)
- Electronics**
 - Audio/Video (1)
 - Telephones (1)
 - Televisions (38)
- Heating & Cooling**
 - Air-Source Heat Pump - Single Package (151)
 - Air-Source Heat Pump - Split Systems (122)
 - Boilers (68)
 - Central Air Conditioning - Single Package (82)
 - Central Air Conditioning - Split Systems (109)
 - Ductless Heating & Cooling - Mini-Split Air Conditioning (43)
 - Ductless Heating & Cooling - VRF Multi-Split Air Conditioning (3)
 - Furnaces (109)
 - Geothermal Heat Pumps (146)
 - Room Air Conditioning (164)
 - Ventilation Fans without Lights (1)
- Lighting & Fans**
 - Ceiling Fans - Light Kits (12)
 - Ceiling Fans with Lights (30)
 - Ceiling Fans without Lights (31)
 - Decorative Light Strings (32)
 - Light Bulbs (540)
 - Light Fixtures (265)
- Office Equipment**
 - Computers (7)
 - Displays/Monitors (4)
 - Enterprise Servers (2)
 - Imaging Equipment (1)
- Other**
 - Pool Pumps (22)
- Water Heaters**
 - Commercial Water Heaters (9)
 - Electric Storage Water Heaters (136)
 - Gas Storage Water Heaters (82)
 - Solar Water Heaters (33)
 - Tankless Gas Water Heaters (54)

At the bottom, there's a "Filter By Utility:" section with a row of letters: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z. Below this, a link says "Click 'Find Rebates' to continue."



Appliances: Turn Up the Heat!



Key Contacts – Appliances

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ENERGY STAR would like to thank the following partners for their generous support of the 2014 ENERGY STAR Products Partner Meeting:

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PHILIPS

