



ENERGY STAR

Household Appliances

Ask the Experts
CEE Program Meeting June 2, 2009

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U.S. Department of Energy

Agenda



- ENERGY STAR Products – Appliances
 - Overview
 - Tools & Resources
 - Appliance Criteria Updates
 - Appliance Recycling Campaign

ENERGY STAR Market Share



- **Clothes Washers:**
 - 2007 ENERGY STAR Market Penetration : 42%
- **Dishwashers:**
 - 2007 ENERGY STAR Market penetration: 77%
- **Refrigerators:**
 - 2007 ENERGY STAR Market Penetration : 30%
- **Room Air Conditioners:**
 - 2007 ENERGY STAR Market Penetration : 50%

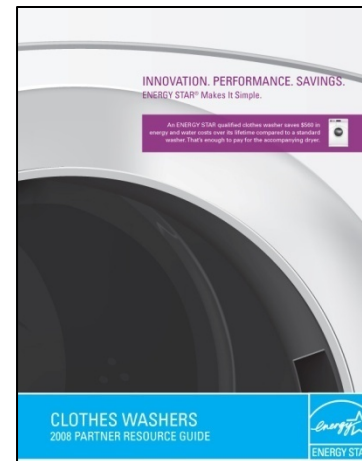
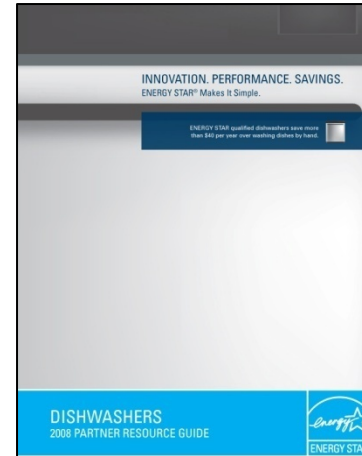
*Source: D&R International, 2007

ENERGY STAR Products – Appliances



- **Online Resources**

- Partner Resource Guides (i.e., messaging, savings numbers, graphics, product benefits, etc.)
- Special Deals Finder
- Savings Calculators
- Qualified Product Lists
- Training Center
- POP and bill stuffer templates



ENERGY STAR Products – Appliances



- **Promotional Strategies**

- Provide financial incentives in partnership with retailers and manufactures. What works depends on the retailer.
- Educate consumers about “two price tags” and high cost of operating old appliances
- Develop strong relationships with local retail partners.
- Cooperative marketing and promotions.



DOE ENERGY STAR Appliance Criteria Update



Appliance Criteria Update:

Product	Criteria Revision Finalized	Effective Date
Refrigerators	August 3, 2007	Apr 28, 2008 (CEE Tier 1)
Clothes Washers	March 7, 2008	July 1, 2009 (CEE Tier 1) & Jan 1, 2011 (CEE Tier 2)
Residential Water Heaters	April 1, 2008	January 1, 2009
Dishwashers	Nov 14, 2008	August 11, 2009 & July 1, 2011
Packaged Terminal Air Conditioners (PTACs) and Room Air Conditioners (RACs) (estimated)	October 2011 (estimate)	October 2013 (estimate)

Refrigerators



- Revised criterion to 20% more efficient than the Federal Standard took effect April 28, 2008.
- Change only applied to full-size refrigerators. Compacts (20% better) and freezers (10% better) remain the same.
- Added anti-circumvention language to testing requirements solely for ENERGY STAR.
- The Energy Policy Act of 2007 (EPACT 2007) requires an updated Federal Standard by January 1, 2011 with effective date of January 1, 2014.

Clothes Washers



- July 1, 2009, ENERGY STAR criteria takes effect
 - Matches CEE Tier 1
 - minimum Modified Energy Factor (MEF) of 1.8
 - maximum Water Factor (WF) of 7.5.
- January 1, 2011, ENERGY STAR criteria changes
 - Matches CEE Tier 2
 - minimum MEF of 2.0
 - maximum WF of 6.0.

Residential Water Heaters



- January 1, 2009, ENERGY STAR criteria took effect
 - Adding models to the product lists
 - Developing partner resources
- Anticipating gas condensing and heat pump will be available in the 4th quarter this year
- PPL, Bonneville Power Authority, and Portland General Electric have shown interest in developing pilot programs with manufacturers
 - Tell us if you are interested so we can introduce you to manufacturers
- Participate/Coordinate in CEE Coalition for ENERGY STAR Water Heaters

Dishwashers



- August 11, 2009, ENERGY STAR criteria takes effect
 - Maximum energy use of 324 kWh/year
 - Maximum water use of 5.8 gal/cycle
 - First inclusion ever of water requirement
- July 1, 2011, ENERGY STAR criteria changes
 - Maximum energy use of 307 kWh/year
 - Maximum water use of 5.0 gal/cycle
- Retailers can continue promoting previously qualified clothes washers and dishwashers as ENERGY STAR for three months after the effective date

Packaged Terminal Air Conditioners (PTACs) & Room Air Conditioners (RACs)



- For PTACs, DOE completed analysis paper and draft criteria and met with industry in May 2007.
- Industry indicated it would rather wait due to the forthcoming Federal standard covering PTACs which was finalized on October 7, 2008.
- Due to uncertainty over how models will perform with the new Federal Standard and refrigerant, it was determined that ENERGY STAR criteria changes should be delayed.
- Room Air Conditioners 2007 Product Snapshot is available online under Partner Resources, Utility & EEPS Resources.

What's Happening in 2009



Meetings:

- Appliance Partner Meeting – September 21-23 in Chicago, IL

Campaigns:

- Appliance Recycling Campaign – Began April, 2009
 - ENERGY STAR Make a Cool Change: Recycle Your Old Fridge (or Freezer)
 - ENERGY STAR Make a Clean Change: Recycle our Old Washer

Appliance Partner Meeting



Date: September 21-24, 2009

Location: Hotel Sax, Chicago, IL

Format

September 21-23: Appliances and Water Heaters

September 24: Electronics

Agenda:

Agenda development is underway, suggestions are welcome,
contact James Siegel, jsiegel@drintl.com

2009 National Appliance Campaign



Timing: Began in April, and ideally will coordinate with new ENERGY STAR stimulus rebates

Goal:

- Educate consumers on the high costs of operating old clothes washers, refrigerators and freezers
- Drive replacement sales of new ENERGY STAR qualified products
- Develop marketing platform that ENERGY STAR partners can use to promote their qualified products

Opportunities:

- Use the Campaign Web site to promote and educate consumers about your campaign activities. www.energystar.gov/recycle
- Use sales and marketing tools (campaign messaging, savings numbers, Web banners, slide-rule calculators, historical savings graphs)
- Partner matchmaking (utilities, retailers, recyclers)
- Leverage Campaign's media outreach

www.energystar.gov/recycle



In-Store POP



Web Banners and Buttons



NEW Web Site



Consumer info, partner promotions, partner opportunity ideas, creative, tools, fun facts, more on campaign Web site.

Contacts



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