



ENERGY STAR Update for International Implementers

August 2014



Learn more at energystar.gov

Presentation Outline



Purpose: Present a status update on key initiatives of the U.S. EPA ENERGY STAR Labeled Products Program, including:

- Product Specification Development
- Program Administration and Integrity
- Marketing and Outreach

And to elicit similar information from your program to promote with our program partners.



Product Specification Development

Specifications Completed Recently



Product Specification	Version	Effective Date
Clothes Dryers	1.0	January 1, 2015
Lamps	1.0	September 30, 2014
Commercial Refrigeration	3.0	October 1, 2014
Telephony	3.0	October 1, 2014
Residential Water Heaters	3.0	April 16, 2015
Boilers	3.0	October 1, 2014
Set Top Boxes	4.1	December 19, 2014
Windows, Doors, Skylights	6.0	January 1, 2015 January 1, 2016 (northern zone criteria)
Clothes Washers	7.0	March 7, 2015

Specification Development Underway



Product Specification	Version	Target Final	Target Effective
Lab Grade Refrigeration	1.0	Q1 2015	Q1 2015
Commercial Coffee Brewers	1.0	Q1 2015	Q1 2015
Large Network Equipment	1.0	2015	2015
Climate Controls	1.0	2015	2015
Pool Pumps – connected	1.1	Q4 2014	Q4 2014
Commercial Steamers	2.0	2015	2015
Ventilation Fans	4.0	Q4 2014	2015
Room Air Conditioners	4.0	Q1 2015	Q4 2015
CAC/ASHP	5.0	Q4 2014	2015
Residential Dishwashers	6.0	Q4 2014	Q2 2015
Computers	6.1	Q3 2014	Q3 2014
Displays	7.0	Q4 2014	2015
Televisions	7.0	Q4 2014	2015

Development Efforts on Horizon



Product Specification	Version	Launch Date
Medical Imaging Equipment	1.0	2015
Electric Hand Dryers	1.0	Q1 2015
Wireless Chargers	1.0	2015
Small Network Equipment	2.0	Q4 2014
Commercial Ovens - Rack	3.0	Q3 2014
Commercial Hot Food Holding Cabinets	3.0	Q3 2014
Commercial Refrigeration	3.1	Q3 2014
Furnaces	5.0	Q4 2014

New Products of Interest



- Product Scoping – completed over last year
 - Distribution Transformers, Solar PV Inverters
 - Humidifiers
 - Rack Ovens, commercial
 - Wireless/Vehicle Charging
- Product Scoping – underway or planned in 2014/2015
 - Agricultural Lighting
 - Soft Serve Machines
 - Blast Chillers
 - Commercial Toasters
 - Sump Pumps
 - Wine Chillers
 - Gas Fired Heat Pumps

Displays



- EPA is currently developing a Draft 1 Version 7.0 in collaboration with EU colleagues
 - Estimated completion of V7 in April 2015 with an effective date in early 2016 – depending on stakeholder input.
- Key changes compared to existing Version 6.0:
 - More stringent performance levels to account for increase in high-resolution displays
 - Scope increase to include larger/professional displays
 - Dc testing of dc-powered displays

Computers



- Version 6.0 finalized on 9/6/2013 and took effect on 6/2/2014
- Version 6.1 finalized on 8/12/2014
- Key changes between versions:
 - Expansion of scope to include Slate/tablets, Two-in-one Notebook/tablets, and Portable All-In-One Computers
 - New product types will meet existing levels for Notebooks and Desktops
 - Revision will be effective 9/10/2014

Battery Charging Systems



- California Energy Commission adopted mandatory standards in 2013 leaving minimal savings opportunity for ENERGY STAR
- EPA announced sunset of program 2/2014:
 - No new Partnership Agreements have been accepted by EPA since 2/27/2014
 - No new certified product information has been accepted by EPA since 5/31/2014
 - Manufacturers/brand owners will continue to be recognized until 12/30/2014

Televisions



- Version 6.1 released on 1/22/2014 to reflect new U.S. DOE test method
 - No substantive changes compared to Version 6.0
- EPA is currently developing a Draft 2 Version 7.0
 - Final planned for Q4 2014
 - Effective in Q3 2015
- Key changes compared to existing Version 6.1:
 - More stringent levels for High Definition (HD) TVs
 - Power allowance that recognizes Ultra HD resolution
 - Test method to check full network connectivity
 - Promoting integrated set-top box functionality

Computer Servers



- Version 2.0 took effect on 12/16/13
- Server off-season meeting held 6/24-6/25/14 in Washington, DC
 - Topics covered at two day in-person meeting:
 - Detailed ITI and EPA SERT analysis review and discussion
 - New developments in server technology (e.g., PSU, power management, cooling)
 - Discussion of data collection challenges during certification and how to fix them

Data Center Storage



- Version 1.0 finalized on 8/28/13 and took effect on 12/2/13
- EPA led discussions at recent 2014 SNIA Emerald Training meetings in Colorado Springs, CO 7/15-7/17/14
 - ENERGY STAR program overview, discussion of challenges with data and configuring product families for certification
- EPA plans to hold an offseason meeting in early 2015, similar to the servers meeting

Large Network Equipment



- Framework Document and Draft 1 Test Method released on 6/13/13
 - Significant dialogue with industry and product data assembly through Q2 2014
- Draft 1 Specification and Draft 2 Test Method released on 8/4/14
 - Definitions established, PSU and energy efficiency feature criteria proposed
 - Active state efficiency still being investigated for fixed LNE products

Clothes Dryers



- Version 1.0 finalized 5/19/2014, effective 1/1/2015
- Last of the big, home appliances to earn ENERGY STAR
 - Encompasses all configurations available/anticipated in dryer market (i.e., electric, gas, vented, ventless, compact, standard)
 - Sets maximum test cycle time at 80 minutes to prevent excessive cycle lengths
- Utilizes new U.S. DOE test method for assessing products with automatic cycle termination
 - Able to differentiate products with effective cycle termination
 - Energy savings from not over drying loads
- Includes connected functionality criteria

Climate Controls



- EPA released a memo on 6/9/14 announcing consideration of a new approach for ENERGY STAR Climate Control Systems
 - Labeling only after field demonstration of energy savings
 - EPA is working with stakeholders to develop a field savings metric that assesses savings using thermostat data
- EPA has not released a schedule or commented on timing

Lighting



- Lamps Version 1.0 finalized 8/28/2013, effective 9/30/2014
 - Holds CFL and LED to the same performance standards
 - First test method to support dimming claims
 - Increased stringency on lifetime tests
- EPA is finalizing a Lamps V1.1 expansion
- Lamps Version 2.0 a future possibility to align with U.S. DOE regulations

Lighting cont.



- Luminaires Version 2.0 to be revised soon
 - Focus on increasing efficacy and flexibility
- Areas of interest for lighting research:
 - Dimming performance
 - Wireless connectivity and smart lighting
 - Color tunable devices
 - Accelerated life testing

Connected Functionality



- EPA is continuing to look for ways to advance products with intelligent features that deliver immediate consumer benefit and support a low-carbon electricity grid over the long term
- Specifications that address connectivity:
 - Residential Clothes Washers
 - Residential Clothes Dryers
 - Room Air Conditioners
 - Pool Pumps **in development*
 - Residential Climate Controls
 - Residential Dishwashers



Program Integrity and Administration

Integrity Highlights



- As of August 2014, EPA has recognized:
 - 25 accreditation bodies (ABs)
 - 24 certification bodies (CBs)
 - 581 testing laboratories (Labs)
- New applications and applications to expand EPA recognition are processed on an ongoing basis and a response is provided typically within one week.
- EPA updates the [online directory of CBs and Labs](#) and maintains a separate listing for specific lighting categories for [Labs](#) and [CBs](#).

www.energystar.gov/testingandverification

EPA-recognized Laboratories by Location



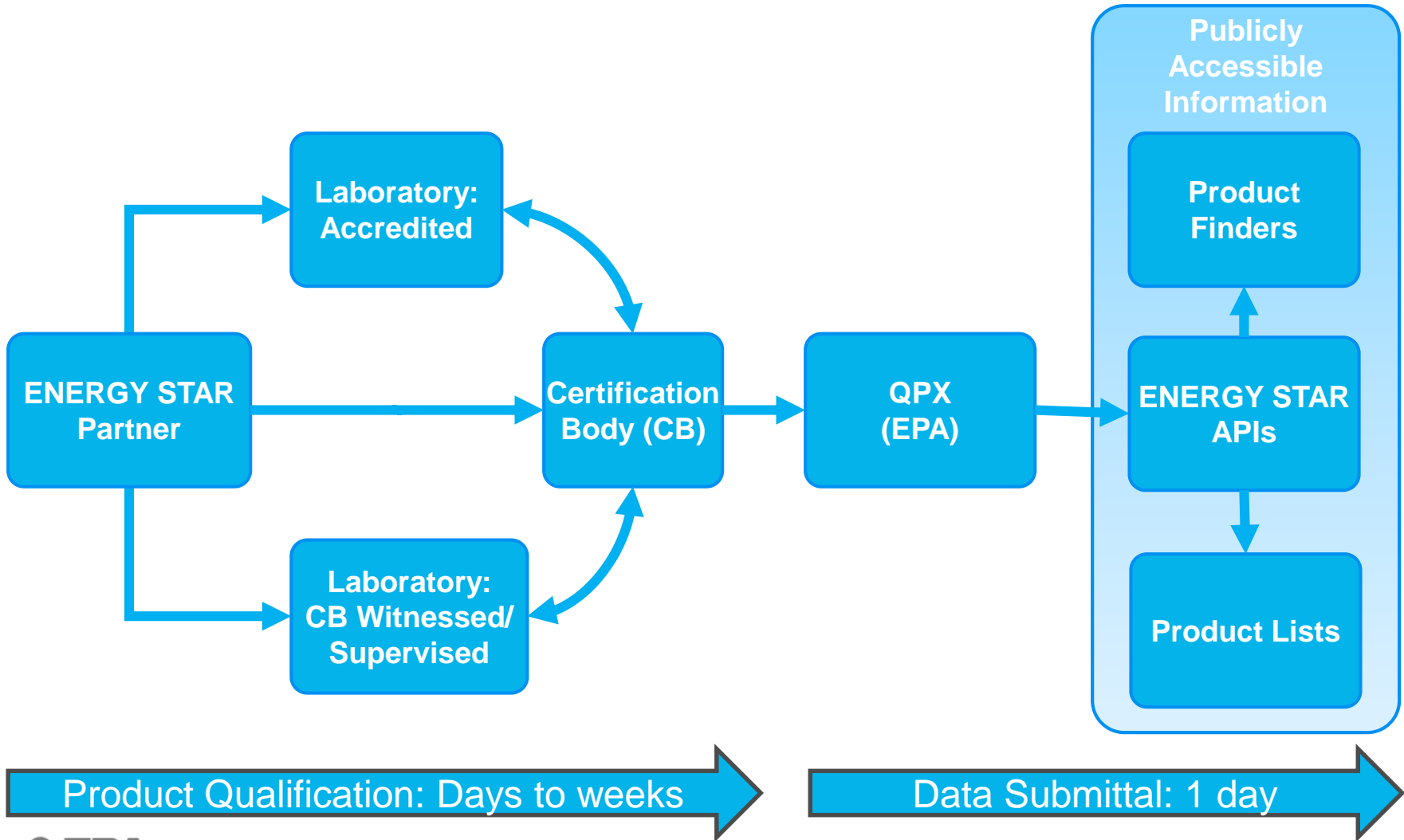
Laboratories by Location				
Country	Accredited Laboratories	SMTLs	WMTLs	Totals
Australia	1	0	0	1
Austria	0	1	0	1
Brazil	2	0	0	2
Canada	12	9	6	27
China	72	39	18	129
Denmark	0	0	1	1
Germany	8	4	2	14
Guatemala	1	0	1	2
Hong Kong	3	0	0	3
Hungary	1	0	0	1
India	1	0	0	1
Italy	3	1	1	5
Japan	17	13	5	35
Malaysia	1	2	0	3
Mexico	0	8	1	9
Netherlands	2	1	1	4
New Zealand	0	1	1	2
Singapore	2	0	0	2
South Korea	15	12	1	28
Spain	2	0	0	2
Sweden	1	1	0	2
Taiwan	40	2	15	57
Turkey	0	4		4
United Kingdom	3	2	0	5
United States	95	101	45	241
Subtotals	282	201	98	581

Qualified Product Exchange (QPX)



- Improvements to the data transfer system, Qualified Product Exchange (QPX):
 - Frequency of updates to publicly accessible information
 - Better access to data for stakeholders
 - Custom filters and data export options
 - Interface to access certified product data in machine readable format

Product Qualification to Data Submittal



Product Finder Tool: Now Live



- Public-facing tool consumers, retailers, utilities and other stakeholders use to access product data
- www.energystar.gov/productfinder

Partner Benefits:

- Provide better access to EPA product data for all stakeholders
- Improve the ability to find product data
- Improve data quality
- Model data updated daily
- Models searchable by brand, model name, model number, additional information

A screenshot of the Energy Star Product Finder tool interface. The page title is "ENERGY STAR Certified Residential Clothes Washers". Below the title are social media icons for Facebook, Twitter, LinkedIn, YouTube, and a plus sign. A search bar contains "LG" and a "Modified Energy Factor (MEF)" dropdown menu is set to "LG". A "Compare" button is visible next to "up to 4 items". The main content area shows a list of products with filters on the left. The filters include "Load Configuration" (Top Load, Front Load, Do not filter) and "Brand Name" (Amana, Ariston, Asko, BRADA, Blomberg). The product list shows four items: "LG - WM8000H**" (Volume: 5.16 cu. feet), "LG - WM3550H***" (Volume: 4.26 cu. feet), "LG - WM3150H**" (Volume: 4.26 cu. feet), and "LG - WM4070H**" (Volume: 4.26 cu. feet). Each item has a "Compare" checkbox.

Certified Product Lists



- Updated daily
- Custom filters and embed options for retailers, partners, media
- Export options including Excel, .csv, APIs
- One portal where stakeholders access certified products*

data.energystar.gov

*Excludes Windows, Non-AHRI CAC/ASHPs, and BCS

ABOUT ENERGY STAR PRODUCT FINDER HOME Sign Up Sign In Help

Alphabetical

Search

Clear All Options

View Types
(All)
Datasets
Charts
Maps
Calendars
Filtered Views
External Datasets
Files and Documents
Forms
APIs

Name	Popularity	Type
1. ENERGY STAR Certified Audio Video Government Certified models meet all ENERGY STAR requirements as listed in the Version 3.0 ENERG	707 views	371
2. ENERGY STAR Certified Boilers Government Certified models meet all ENERGY STAR requirements as listed in the Version 2.1 ENERG	3,345 views	371
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	371
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	371
5. ENERGY STAR Certified Commercial Dishwashers Government Certified models meet all ENERGY STAR requirements as listed in the Version 2.0 ENERG	742 views	371
6. ENERGY STAR Certified Commercial Fryers Government Certified models meet all ENERGY STAR requirements as listed in the Version 2.0 ENERG	629 views	371
7. ENERGY STAR Certified Commercial Griddles Government Certified models meet all ENERGY STAR requirements as listed in the Version 1.1 ENERG	337 views	371
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	371

API Overview



- Application Programming Interface (API)
- Publishes Certified Products Data in machine readable format
- All product list fields available via APIs
- Intended users:
 - Energy efficiency program sponsors
 - Retailers
 - Third-party use for mash-ups of data
- Open and free for anyone to use data.energystar.gov/developers

Streamlining Integrity Efforts



- Annual testing to ensure product meet the ENERGY STAR Requirements (Verification Testing)
- Ongoing monitoring of the use of the ENERGY STAR label
- Targeted monitoring of use of the ENERGY STAR label at retail (Retail Store Level Assessment)

Verification Testing



- Increased oversight of certification bodies (CBs)
- Change VT timeline to align with calendar year
- 2013 Results
 - In 2013, 1,236 models underwent VT; EPA disqualified 62 unique models as a result of testing failures.
 - 57% of those failures are associated with CFLs.
- The full summary report is available at www.energystar.gov/integrity.

Use of the ENERGY STAR label



- Over 1400 incidents of possible logo misuse have been investigated since January 1, 2010.
 - 286 of these incidents were confirmed to be mislabeled products:
 - 97 in 2010,
 - 95 in 2011,
 - 44 in 2012,
 - 35 in 2013,
 - 12 in 2014 (through July 30), showing a clear decline over time.
- In cases of misuse, EPA works with the responsible party to:
 - Resolve the issue in a timely manner; and
 - Provide advice and education on appropriate use of the ENERGY STAR label to help avoid future instances of misuse.

Retail Store Level Assessment



- The Retail Store Level (RSL) assessment is an initiative EPA conducts to determine how accurately ENERGY STAR partners are labeling products in retail outlets.
- Since this initiative began, 21 separate assessments have been completed.

Results

- Round 20
 - Products examined: A/V equipment, CFLs, desktop computers, displays, imaging equipment, LED lamps, refrigerators, room air cleaners, and room air conditioners.
 - 150 models assessed; 3 of these models were deemed mislabeled, which included a display, a desktop computer and a room air cleaner.

RSL Results cont.



- Round 21
 - Products examined: clothes washers, dehumidifiers, desktop computers, dishwashers, exterior and interior light fixtures, imaging equipment, LED fixtures, notebook computers, room air purifiers, and table/floor light fixtures.
 - 351 models assessed; 9 of these models were deemed mislabeled, which included 8 luminaires (exterior and interior light fixtures), and a computer.
- Round 22 (underway)
 - Products to be examined: A/V equipment, ceiling fans, exterior and interior light fixtures, LED lighting fixtures, ventilating fans, televisions, water heaters.

Unit Shipment Data



- All ENERGY STAR product brand owner partners are required to report annual unit shipment data for certified products shipped to or within the U.S.
- Unit Shipment Data is used to determine the market share of ENERGY STAR products and evaluate overall program performance
- EPA publishes and posts an Annual Unit Shipment Data Report, which discusses the data collected, methodology used, response rate, and market share for each product category. The [2013 Unit Shipment Data Summary Report](#) is now available.
 - Ninety percent of required product brand owners submitted data. Response rate per product category ranges from 72 to 100 percent.
 - Market penetration ranges from 8 percent for computer servers to 90 percent for dishwashers (*now under revision*).
 - EPA can monitor impact of specification revisions on the market
 - Example – furnace market penetration dropped between 2012 and 2013, from 34 percent to 9 percent (Version 4.0 took effect February 2013)

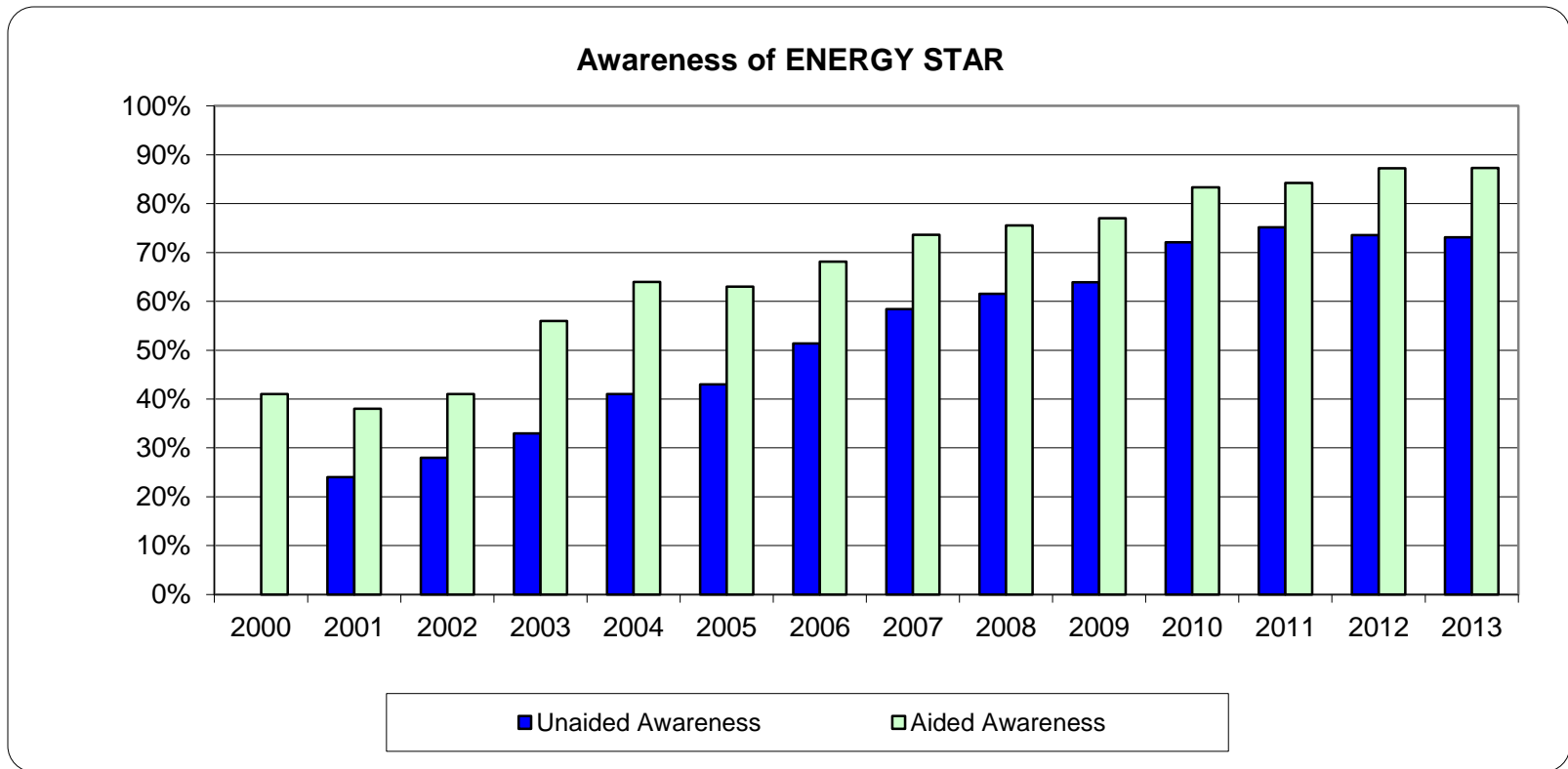


Marketing and Outreach: Consumer Awareness

Awareness of ENERGY STAR



87% of US households recognize the ENERGY STAR label at the national level.

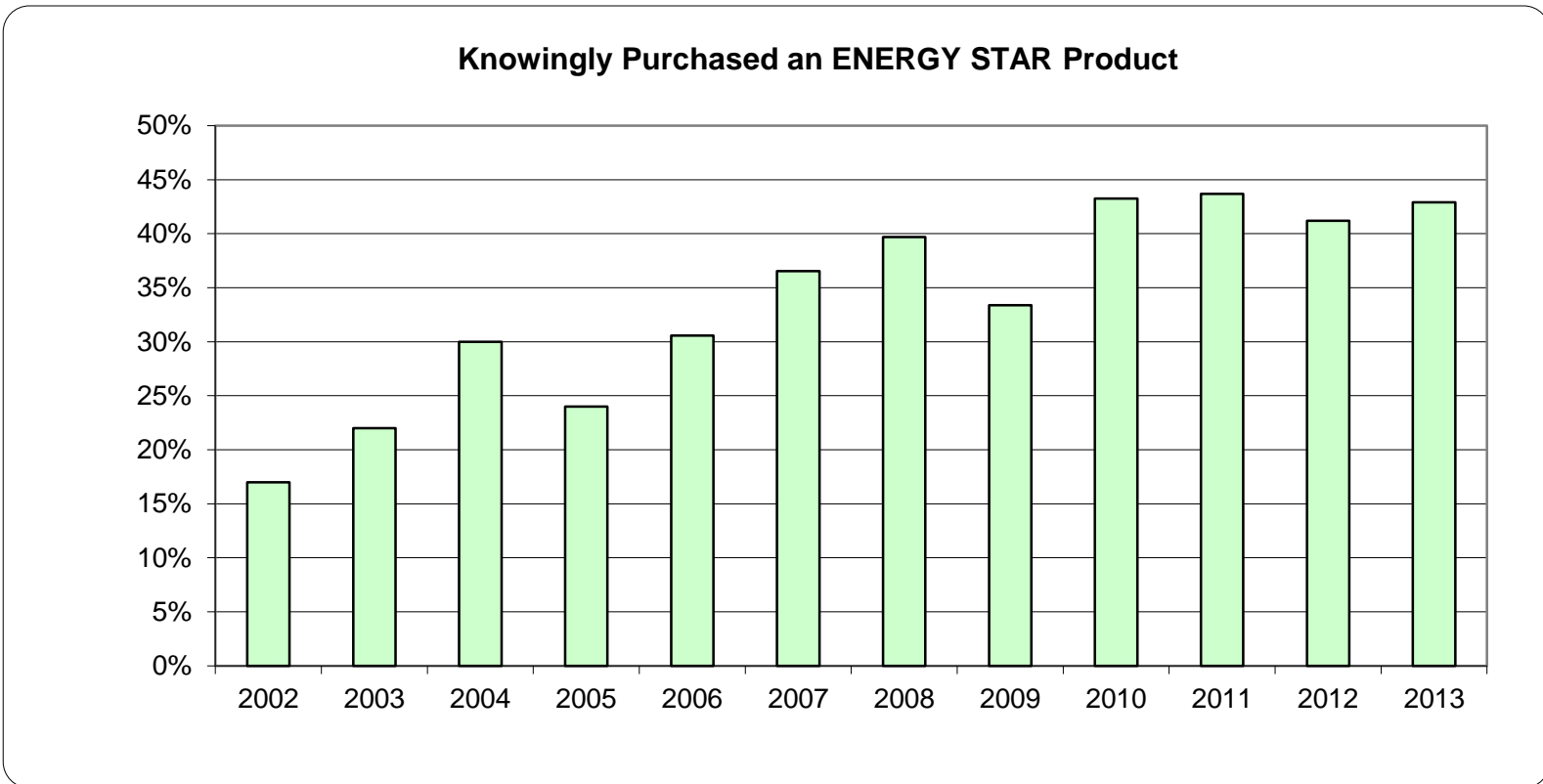


Source: 2013 Consortium for Energy Efficiency Survey

Knowingly Purchased



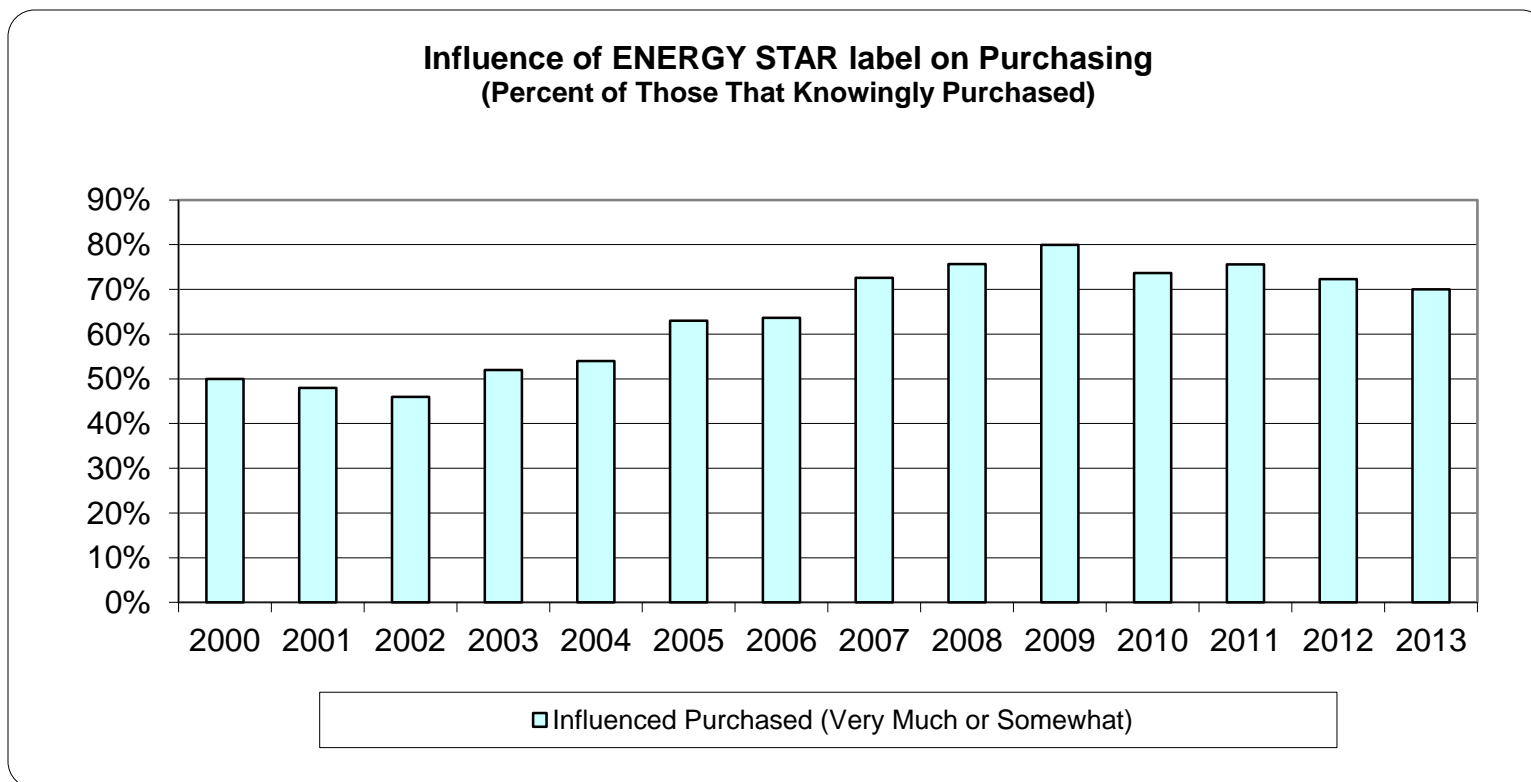
More than 40% of US households knowingly purchased an ENERGY STAR certified product in 2013.



Influenced Purchasing



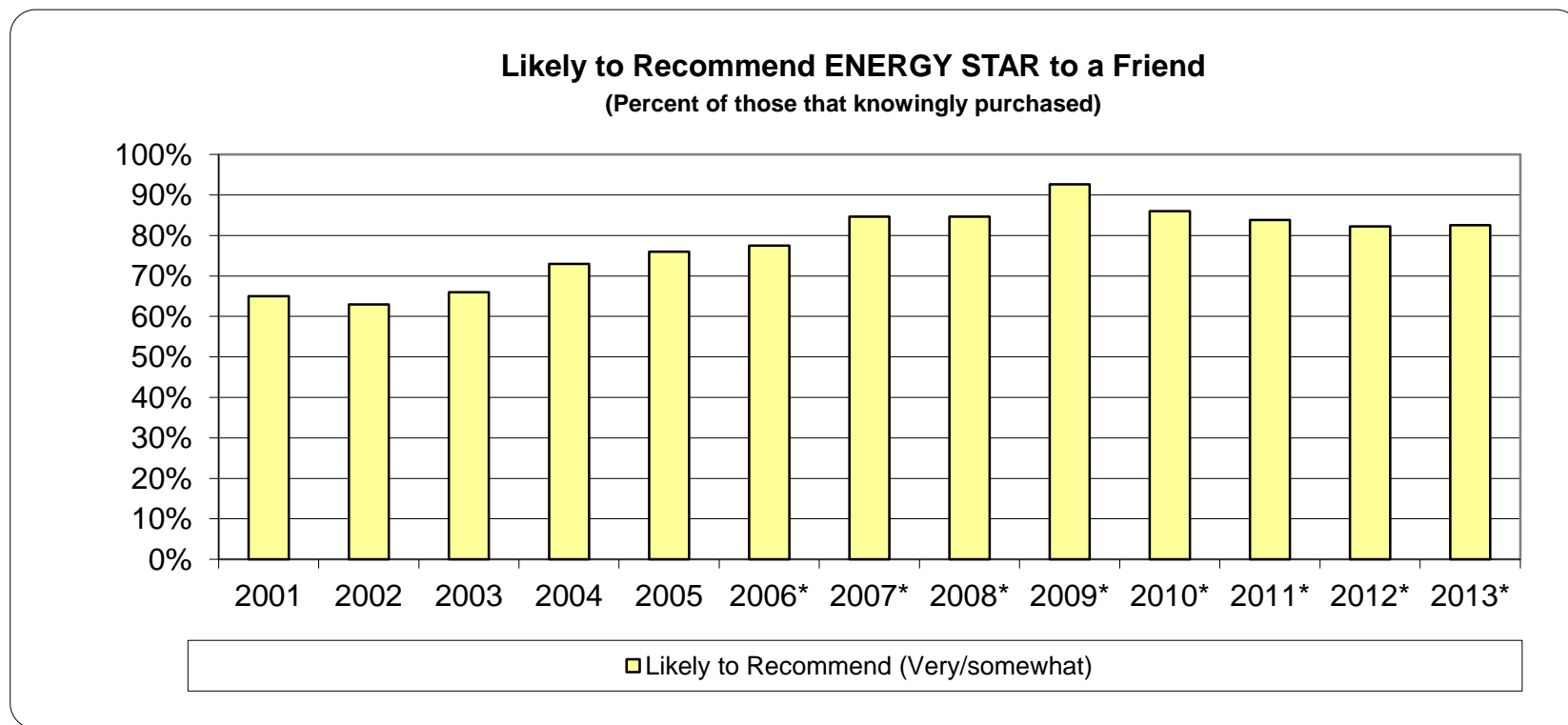
Of the US households that knowingly purchased an ENERGY STAR certified product in 2013, 70% of them reported the label as influential to their purchasing decision.



Likely to Recommend



Of the US households that knowingly purchased an ENERGY STAR certified product in 2013, 83% of them reported they are likely to recommend ENERGY STAR products to friends.





Marketing and Outreach: Key Activities and Results

ENERGY STAR Consumer Outreach

ENERGY STAR aims to be an agent of positive change by increasing energy efficiency behaviors in the home through:

1. The ENERGY STAR Change the World tour
2. Team ENERGY STAR
3. The My ENERGY STAR consumer engagement platform

A screenshot of a website interface with a green background. At the top, it says "ENERGY STARs ACROSS AMERICA TRACKER". On the left, the text reads "READY TO MAKE A CHANGE? IT ALL STARTS HERE." next to a photo of a child holding a globe. On the right, under "VIEW THE MAP TO:", there are four buttons: "Join the movement to protect the climate", "Find ENERGY STAR events near you", "See who's making a change and how.", and "Discover rewards to help you save more.". At the bottom is a large green button that says "EXPLORE OUR INTERACTIVE MAP" with a right-pointing arrow.

ENERGY STARs ACROSS AMERICA TRACKER

READY TO MAKE A CHANGE?
IT ALL STARTS HERE.

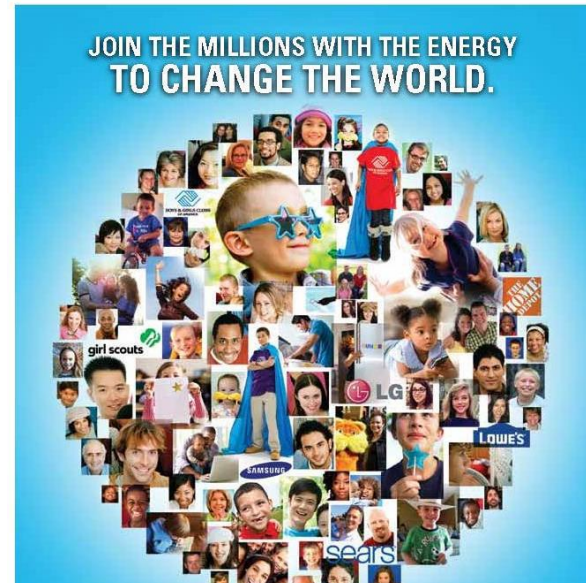
VIEW THE MAP TO:

- Join the movement to protect the climate
- Find ENERGY STAR events near you
- See who's making a change and how.
- Discover rewards to help you save more.

EXPLORE OUR INTERACTIVE MAP →

ENERGY STAR Consumer Outreach: Change The World Tour

- The Change the World, Start with ENERGY STAR Tour is a national tour of community service events to create change in local communities and connect consumers to the value of ENERGY STAR through social responsibility
- The tour takes place early September through **ENERGY STAR Day** (October 28th) and is held in partner-specific locations
- By joining the National Tour partners will be promoted on energystar.gov and throughout EPA media channels



CHANGE THE WORLD. Start with ENERGY STAR.
 Make a change today to save energy and protect the climate. 2,870,765 individuals already have.

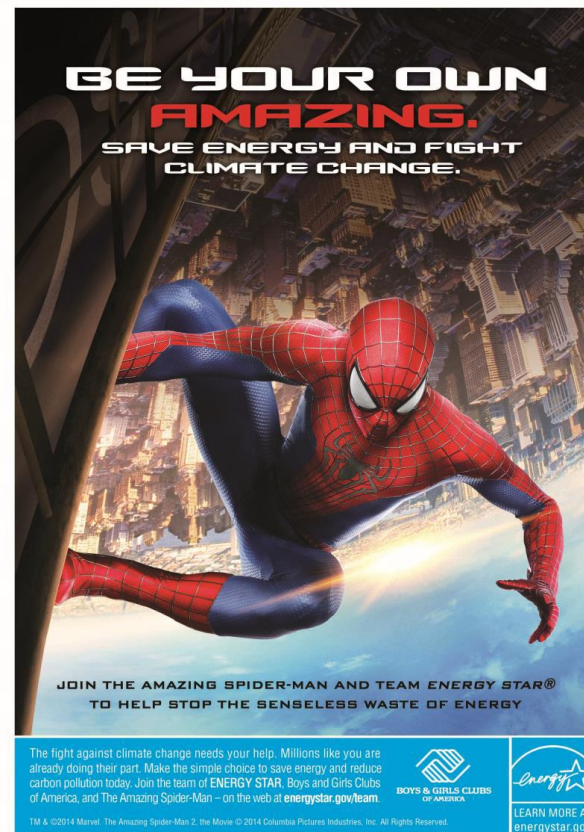
[TAKE THE PLEDGE](#)
[FIND HELPFUL RESOURCES](#)
[BECOME A PLEDGE DRIVER](#)
[SHAPE YOUR STORY](#)



ENERGY STAR Consumer Outreach: Team ENERGY STAR



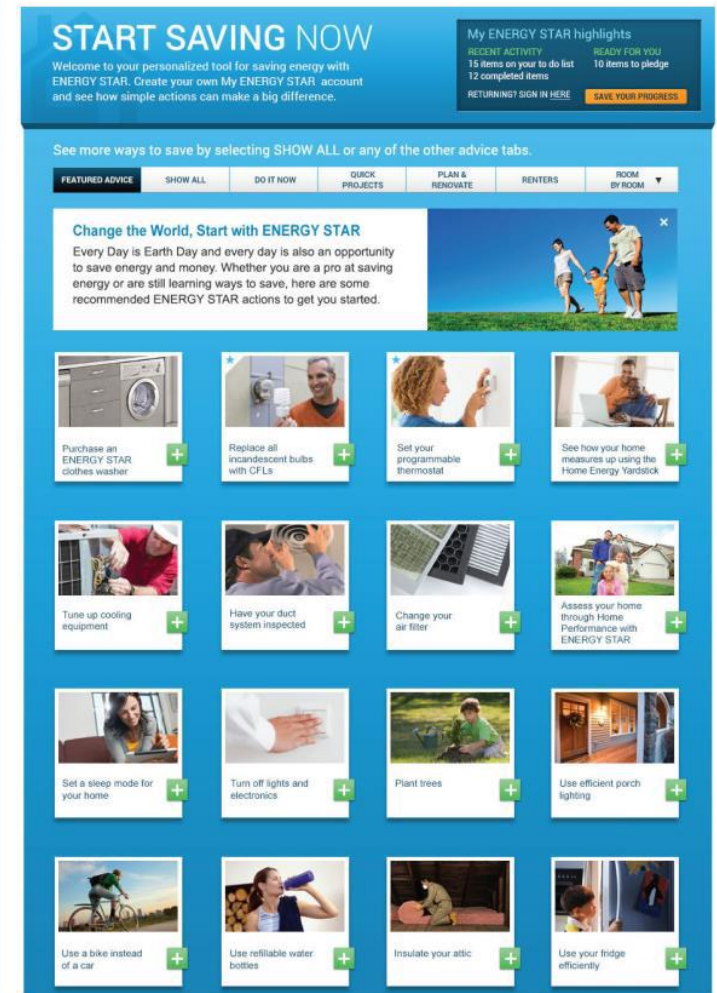
- Team ENERGY STAR is a youth engagement and education program that is partnered with the Boys and Girls Club of America and the Amazing Spider-Man 2 movie
- Partners engage their consumers through leveraging Team ENERGY STAR themes and educational materials for events at partner locations using www.energystar.gov/team
- Team ENERGY STAR starts on Earth Day and goes through **ENERGY STAR Day** (October 28)



ENERGY STAR Consumer Outreach: My ENERGY STAR



- The My ENERGY STAR consumer engagement platform is a new online portal that serves as a one-stop-shop for energy savings in the home
 - Offers information on products, projects, tips, and more
 - Connects ENERGY STAR partners to consumers based on location and product need
 - Consumers sign up for their own My ENERGY STAR dashboard where they can track commitments through a “to-do” list, confirm completed actions, and see energy efficiency offers based on zip code



Retailer Highlights



- Retailers partner with EPA to promote ENERGY STAR in several ways, including:
 - Stocking and labeling ENERGY STAR, ENERGY STAR Most Efficient, and Emerging Technology Award-winning products
 - Integrating ENERGY STAR and ENERGY STAR Most Efficient into promotions across all vehicles, such as online, in-store, and direct mail
 - Holding employee- and customer-focused events to promote ENERGY STAR
 - Creating innovative ways to educate customers on ENERGY STAR and ENERGY STAR Most Efficient product features and energy and financial savings

ENERGY STAR Most Efficient



ENERGY STAR Most Efficient 2014:

The Year's Best of the Best in Energy Efficiency and Innovation

- Looking for the ENERGY STAR label is a simple way to save money and help prevent climate change. **ENERGY STAR Most Efficient 2014** recognizes select products that deliver cutting edge energy efficiency along with the latest in technological innovation. It is an award that highlights the very best of ENERGY STAR.
- Most Efficient is a Point of Purchase designation, not a product label
- Products eligible for ENERGY STAR Most Efficient 2014 can be found online at: www.energystar.gov/MostEfficient
- EPA is currently working on requirements for Most Efficient 2015



Emerging Technology Award



- The ENERGY STAR Emerging Technology Award Recognizes **innovative technologies** that:
 - Significantly reduce greenhouse gas emissions
 - Do not yet meet ENERGY STAR principles, such as broad availability or cost-effective payback
 - Face significant barriers to U.S. market entry or acceptance
- Given annually to products that meet **rigorous performance criteria** in 1–2 categories
- Award categories have included:
 - Micro CHP (2011 – 2012)
 - Advanced Clothes Dryers (2012 – 2014)
 - Demand Control Kitchen Ventilation (2014 – 2015) **in development*
 - More info: www.energystar.gov/emergingtech

Retailer Marketing: The Home Depot



- The Home Depot integrated ENERGY STAR product-specific savings messaging into its educational EcoOptions website, and promotes ENERGY STAR on this website at key timeframes, such as Earth Day

Home > Energy Efficient

Share: [f](#) [t](#) [g+](#) [in](#)

ECO OPTIONS SAVE GREEN. LIVE GREEN.

ENERGY EFFICIENT WATER CONSERVATION HEALTHY HOME CLEAN AIR SUSTAINABLE FORESTRY

Appliances Heating & Cooling Light Bulbs Low Emissivity Windows Seal & Insulate Tankless Water Heaters

Typical Home's Annual Utility Bill

Category	Percentage
Heating	26%
Cooling	19%
Water Heating	13%
Refrigerator	12%
Dishwashers	12%
Clothes Washer / Dryer	7%
Lighting	5%
TV, DVD, VCR	3%
Computer & Monitor	2%
Other	1%

ENERGY EFFICIENT

The Home Depot offers an extensive selection of ENERGY STAR® qualified products, designed to save money and power.

ENERGY STAR® PRODUCTS

The typical household spends more than \$2,100 a year on energy bills. With ENERGY STAR®, you can save over one-third or more than \$700 on your household energy bills.

WHAT IS YOUR AVERAGE MONTHLY ENERGY BILL?

Heating and cooling costs the average homeowner about \$1,000 per year – nearly half the home's total annual energy bill. Depending on where you live, replacing your old heating and cooling equipment with energy efficient products can cut your annual energy bill by more than \$200.

More saving. More doing.

ECO OPTIONS

Energy Savings at The Home Depot

Local Utility Rebate Finder

TOP 10 PROJECTS TO SAVE GREEN, LIVE GREEN.

- 1 CHANGE
- 2 DIM
- 3 INSULATE
- 4 WEATHERIZE
- 5 REPLACE
- 6 **UPGRADE** – Upgrade Appliances to ENERGY STAR®
- 7 MAINTAIN
- 8 UPDATE
- 9 RENEW
- 10 INSTALL

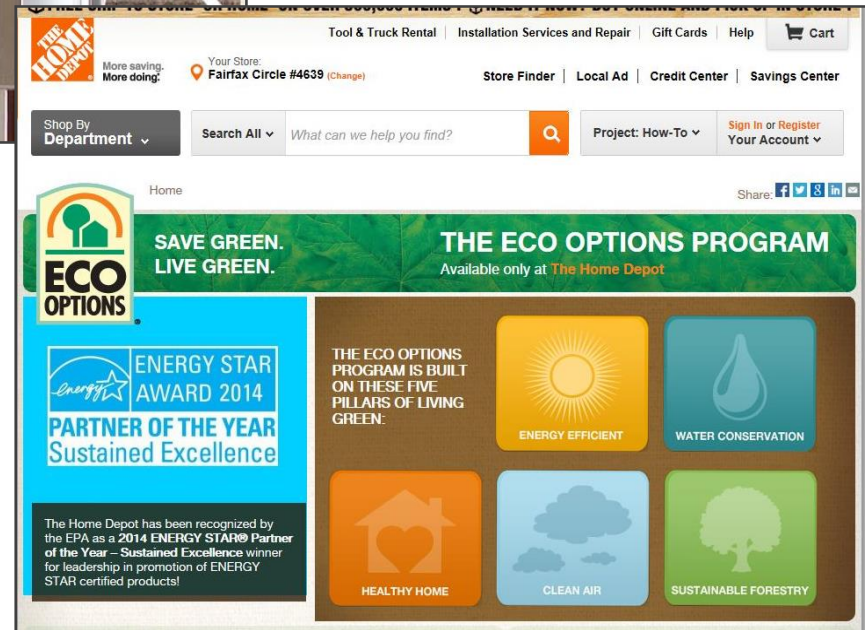
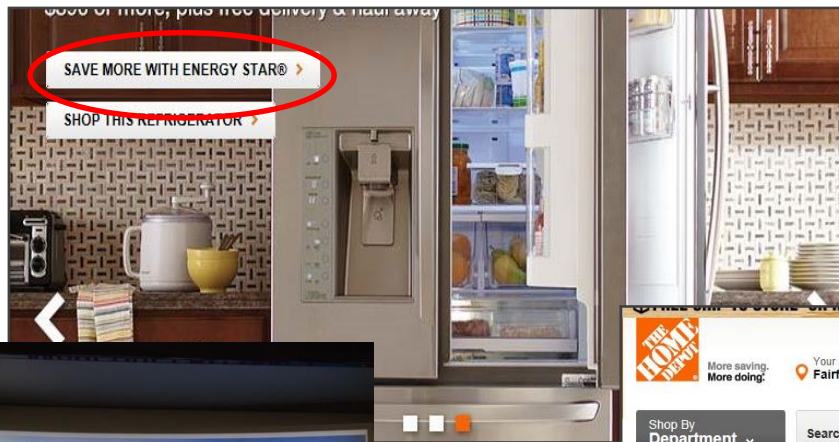
SAVE \$768 OVER THE LIFETIME

Energy Options Details

The Home Depot (cont.)



- The Home Depot added ENERGY STAR savings messaging to online and in-store signage and materials



The Home Depot (cont.)



The Home Depot included Lighting Made Easy tear pads in stores nationwide in late 2013/early 2014.



Retailer Marketing: Best Buy



- Best Buy stocks, labels, and advertises ENERGY STAR certified products online and in-store through labeling and messaging



SPRING'S HOTTEST DEALS Seasonal savings on TVs, laptops, tablets, smartphones and more. [Shop now >](#)

Shop ENERGY STAR Certified Products

- Refrigerators
- Washers
- Dishwashers
- Air Conditioners
- Televisions
- Blu-ray & DVD players
- Laptops
- Monitors
- Printers
- Telephones

Proud to Be an ENERGY STAR® Partner

Look for the ENERGY STAR label. ENERGY STAR certified products save money, reduce energy use and protect the environment by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy.

A Best Buy Partner

Rebate Finder

Take the Pledge

Shop ENERGY STAR Certified Products

Refrigerators

Washers

Dishwashers

Learning Tools

ENERGY STAR @ Home Interactive Tool

Take a room-by-room tour and learn what you can do to save energy, save money and help protect our environment in your own home.

40" Class 1080p 60Hz LCD HDTV
40" measured diagonally. 3 HDMI inputs, 1 USB input and 1 PC input. (LN40C3001FXZA) SKU: 9783506
Reg. Price 749.99

SAVE \$50
699.99
After Savings

46" Class 1080p 60Hz LCD HDTV
45.9" measured diagonally. 3 HDMI inputs, 1 USB input and 1 PC input. (LN46C3001FXZA) SKU: 9783597
Reg. Price 949.99

SAVE \$95
854.99
After Savings

19" Class 720p 60Hz LCD HDTV
18.5" measured diagonally. 1 HDMI input and 1 PC input. (LN19C35001D4ZA) SKU: 9775347
Reg. Price 379.99

SAVE \$20
259.99
After Savings

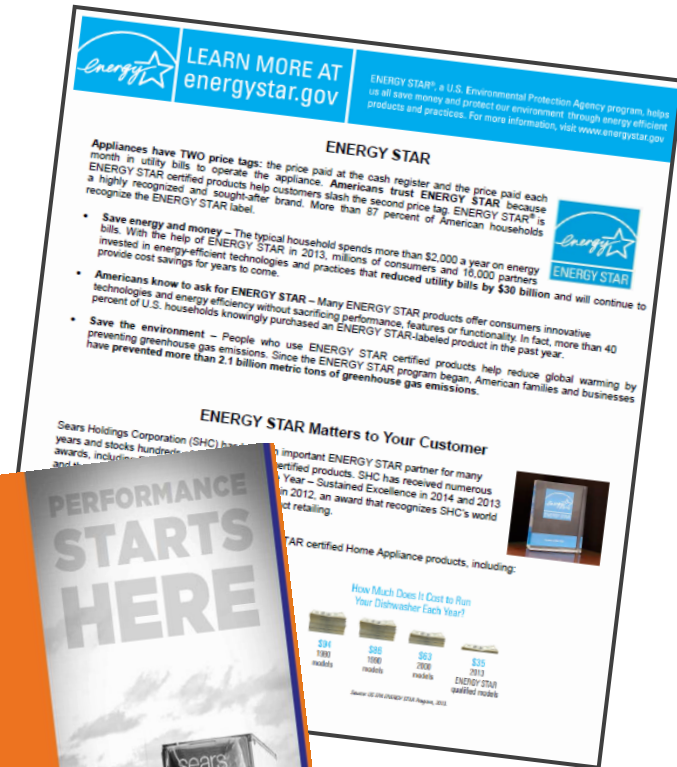
32" Class 720p 60Hz LCD HDTV
31.5" measured diagonally. 2 HDMI inputs and 1 PC input. (LN32C35001D4ZA) SKU: 9773985
Reg. Price 499.99

SAVE \$50
449.99
After Savings

Retailer Marketing: Sears




- Sears' Home Appliances Road Show featured ENERGY STAR certified appliances, energy savings messaging, and materials to help sales associates educate customers on the value of ENERGY STAR and ENERGY STAR Most Efficient



Sears (cont.)



- Sears hosted a booth with ENERGY STAR materials during the 2014 Earth Day employee event at their corporate headquarters atrium in April 2014

 CELEBRATING 20 YEARS OF ENERGY STAR

ENERGY STAR® a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy-efficient products and practices. For more information, visit www.energystar.gov.

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 80 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 (cont.)



- Sears' Shop Your Way consumer engagement platform includes an official ENERGY STAR page featuring promotional items, infographics, savings facts, and more to promote the value of ENERGY STAR



Retailer Marketing: Lowe's



- Lowe's advertises with ENERGY STAR through social media, television, and other media outlets. Lowe's created a YouTube video with product-specific savings messaging to educate customers about ENERGY STAR



Retailer Marketing: LED Bulb Challenge



- Multiple retailers partnered with ENERGY STAR on the LED Bulb Challenge, a campaign to sell 20 million ENERGY STAR certified LED bulbs from Earth Day 2013 to Earth Day 2014
- Materials and messaging were created to assist partners' promotional efforts



Lifetime Savings

ENERGY STAR® certified bulbs use 75% less energy than incandescent bulbs, last 10 to 25 times longer, and save you \$40 to \$135 in energy bills over their lifetime.

Light Bulb Type	Quantity	Total Cost
25 60-Watt Incandescent Light Bulbs	25	\$180
2.5 13-Watt ENERGY STAR Certified Light Bulbs	2.5	\$45
1 112-Watt LED ENERGY STAR Certified Light Bulb	1	\$60

Saving figures based on 25,000 hour LED lifetime; 10,000 hour CFL lifetime; 1,000 hour incandescent lifetime an electric rate of 11¢ per kWh, an LED price of \$25, a CFL price of \$3.00, and an incandescent price of \$0.40.

LIGHTING MADE EASY

Just Look for the ENERGY STAR®

Only bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.

- ★ Use 75% less energy than incandescent bulbs
- ★ Save you \$40 to \$135 in energy bills
- ★ Provide the same brightness (lumens) with less energy (watts)
- ★ Last 10 to 25 times longer than incandescent bulbs
- ★ Help protect the environment and prevent climate change

	BULB TYPES				
TABLE OR FLOOR LAMPS	SPIRAL	A SHAPE			
PENDANT FIXTURES	SPIRAL	A SHAPE	GLOBE	MR16	CANDLE
CEILING FIXTURES	SPIRAL	A SHAPE	CANDLE		
CEILING FANS	SPIRAL	A SHAPE	CANDLE		
WALL SCONCES	SPIRAL	A SHAPE	GLOBE	CANDLE	
RECESSED CANS	MR16	SPOT	FLOOD		
ACCENT LIGHTING	MR16	SPOT			

ENERGY STAR certified CFL and LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, table lamps, and more. You can even find certified bulbs that are dimmable. Use this chart as a guide to finding the right ENERGY STAR certified bulb for your light fixture and remember to always check the packaging for proper use.

BRIGHTNESS

For brightness, look for lumens, not watts. Lumens indicate light output. Watts indicate energy consumed. ENERGY STAR certified bulbs provide the same brightness (lumens) with less energy (watts). Use this chart to determine how many lumens you need to match the brightness of your old incandescent bulbs.

Old Incandescent Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

COLOR/APPEARANCE

ENERGY STAR certified bulbs are available in a wide range of colors. Light color, or appearance, matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

2700K	3000K	3500K	4100K	5000K	6500K
WARM			COOL		
<p>Warm White, Soft White</p> <p>Standard color of incandescent bulbs.</p>			<p>Cool White, Natural White</p> <p>Good for kitchens and work spaces.</p>		<p>Natural or Daylight (think blue sky at noon)</p> <p>Good for reading.</p>

Visit energystar.gov/lighting for more information.

ENERGY STAR Products Partner Meeting



- The annual [ENERGY STAR Products Partner Meeting](#) brings together manufacturers, retailers, energy efficiency program sponsors, and other organizations focused on ENERGY STAR appliances, lighting, and consumer electronics products
- The 2014 meeting will be held in Phoenix, AZ, October 27 – 29
- The meeting includes several elements, including:
 - Product-focused information sessions
 - Expo where partners can display their latest ENERGY STAR certified products
 - Co-sponsorship opportunities, including evening receptions for top-level sponsors
 - Networking and meetings with EPA
- Website: www.energystar.gov/partnermeeting

ENERGY STAR Awards



- Each year, EPA ENERGY STAR program honors organizations that have made outstanding contributions to protecting the environment through energy efficiency
 - The [ENERGY STAR Awards](#) are extremely competitive and the criteria are rigorous.
 - All organizations participating in the ENERGY STAR program are encouraged to apply for the award.
 - To be considered, an organization must meet the specific eligibility requirements in the award application and submit a complete online application package by set date.
- Applicants asked to notify EPA of intent by October 1, 2014 (new this year) – provides a sense of volume anticipated
- Deadline to apply for 2015 Awards is December 4, 2014

ENERGY STAR Awards (cont.)



- The ENERGY STAR Awards celebrate energy efficiency and climate protection accomplishments across the following areas:
 - Energy Management
 - New Home Builder
 - Home Energy Rater
 - Product Manufacturer
 - Retailer
 - Service and Product Provider
 - Program Delivery
- Excellence Awards are also given for:
 - Affordable Housing
 - Climate Communicators
 - ENERGY STAR Promotion
 - Lighting Retailer or Showroom



Share your Success!



- We would be very interested getting an update from you on your program
- We would be interested in knowing more about your:
 - Qualification of Products
 - Program partnerships
 - Testing, verification and enforcement programs
 - Marketing and outreach

EPA Contact Information



For any questions on the US program and where to share your program overview contact:

Christopher Kent, U.S. EPA,
ENERGY STAR International Lead

kent.christopher@epa.gov

1+ (202) 343-9046