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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.

Promoting ENERGY STAR Qualified Room Air Conditioners

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 50 categories, including room air conditioners, that use less energy without sacrificing quality or performance. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR qualified products:

- Save energy
- Save money
- Save the environment

How do room air conditioners earn the ENERGY STAR?

ENERGY STAR qualified room air conditioners exceed minimum federal standards for energy efficiency by at least 10%* through high performance features like:

- High-efficiency fan motors – use less energy to circulate the air and produce less noise
- Advanced compressors – draw in more heat from the air into the coils than conventional models, saving the energy required to compress refrigerant
- Timers – included in many models so that units only run when needed
- Heat transfer surfaces

Why sell ENERGY STAR qualified room air conditioners?

- The ENERGY STAR label was **recognized by more than 70% of households** nationwide in 2007.
- A qualified room air conditioner can **reduce cooling costs by 10%** compared to a standard model. Depending on the climate, consumers can **save \$20 to \$300** over the lifetime of the unit.
- By using less energy, qualified room air conditioners **reduce greenhouse gas emissions** caused by burning fossil fuels at power plants. If every room air conditioner sold were ENERGY STAR qualified, we would prevent greenhouse gases equivalent to the emissions of more than 115,000 cars.
- Consumers are looking for ways to reduce their energy bills and help the environment. Partnering with ENERGY STAR can **increase sales and customer loyalty**.

What in-store promotion ideas are available?

- Print and place ENERGY STAR hang tags on all displayed qualified models.
- Co-brand a poster or banner with a retailer or manufacturer.
- Distribute window decals for display on retailers' windows.
- Use an in-store or event banner to draw attention to a display of all your qualified energy-efficient products.
- Offer sales associate training on qualified products.
- Reach a broader audience by using marketing materials available in Spanish.

To **LEARN MORE** about **ENERGY STAR** and **Qualified Products**:
Visit www.energystar.gov/training or call **1-888-STAR-YES** (1-888-782-7937)