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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](http://www.energystar.gov).

## Promoting ENERGY STAR Qualified Clothes Washers

### What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 50 categories, including clothes washers, that use less energy without sacrificing performance or quality. 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 clothes washers earn the ENERGY STAR?

Qualified clothes washers must be at least 37% more energy efficient than federal standards and must meet stringent water efficiency criteria. Clothes washer efficiency is determined by the amount of energy used by the washer, the energy used to heat the water, and the energy required to remove the remaining moisture in the wash load. Water efficiency is measured by the gallons of water used per cubic foot of capacity.

### Why sell ENERGY STAR qualified clothes washers?

- In 2007, more than **70% of households nationwide** recognized the ENERGY STAR label.
- Qualified clothes washers help **lower utility bills about \$50** a year by reducing energy consumption by about 30% and water consumption by more than 50% compared to regular washers.
- A full-sized ENERGY STAR qualified clothes washer **uses 10-20 gallons of water** per load, compared to the 30-35 gallons used by a standard machine.
- By using less energy, qualified clothes washers **reduce greenhouse gas emissions** caused by burning fossil fuels at power plants. By reducing water consumption, they **help protect our lakes, streams, and oceans.**
- Many models **incorporate high-efficiency features** such as:
  - Higher capacity with front- and top-loading options without central agitators
  - High-pressure spray rinsing that saves water
  - High-speed spin options that reduce drying time and energy usage
  - Efficient motors and precise settings that can save energy and water.

### 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](http://www.energystar.gov/training) or call **1-888-STAR-YES** (1-888-782-7937)