



a brighter future

Thanks to the government's ENERGY STAR program, businesses and consumers can cut energy usage and expenditures while protecting the planet.





Last year alone **ENERGY STAR** helped reduce greenhouse gas emissions equivalent to those from 23 million cars—all while saving households and corporate consumers \$12 billion on their utility bills.



Rising energy prices—which have soared over the last 12 months—and a growing concern about global warming have made energy efficiency a hot topic for companies across the globe. But this is a complex issue, since businesses must find ways to incorporate environmentally friendly priorities into their bottom-line goals and strategic objectives.

Thanks to the federal government's increasingly influential ENERGY STAR program, it's easier than ever for companies—and their employees—to make “green” choices that benefit the environment as well as their finances. Since inception the results of the program have been impressive: Last year alone ENERGY STAR helped reduce greenhouse gas emissions equivalent to those from 23 million cars—all while saving households and corporate consumers \$12 billion on their utility bills.

“ENERGY STAR is here to give energy-efficient solutions to businesses and people in their homes,” explains Kathleen Hogan, director of the Climate Protection Partnerships Division at the Environmental Protection Agency (EPA), which runs the program. “ENERGY STAR offers simple, straightforward things that can be done to reduce energy use and save money, while also having a big impact on the environment.”

First and foremost, ENERGY STAR (www.energystar.gov) is an informational tool, providing credible, independent guidance about the energy efficiency of a wide range of appliances and products, ranging from copiers, laptops, vending machines, and water coolers to air conditioners and furnaces. More than 60% of Americans are familiar with the ENERGY STAR label.

That's not surprising: At last count, the program had established energy-efficiency criteria for 40 major product categories. With the participation of some 1,500 manufacturers, more than 35,000 individual product models are currently qualified according to ENERGY STAR's efficiency

guidelines, enabling purchasers to make informed judgments about their comparative benefits. The most recent product category to be added to the list is power-supply adaptors, an important breakthrough because about 6% of U.S. electricity flows through them, currently totaling about \$17 billion worth each year.

EPA launched the program back in 1992 with an initial goal of reducing energy usage tied to computers. “We talked to manufacturers about what was happening when computers would be on and running all the time, even when people were away at meetings or on their lunch breaks,” reports Hogan. “What happened was very constructive. It took a fair number of discussions to talk through the feasibility of various possible solutions, but in the end people came together with a technical plan to put computers to sleep, so that they would consume less energy. That's the model for what ENERGY STAR tries to do: Figure out how products can be high-performing and energy-efficient.”

A Grassroots Movement

In an effort to spread the word—and the benefits—ENERGY STAR has partnered with more than 30 states and more than 450 utilities and other energy-efficiency program sponsors. One of the most successful of those relationships is with the New Jersey Board of Public Utilities (NJBPU), whose Clean Energy program was named an ENERGY STAR 2006 Partner of the Year by the EPA and the U.S. Department of Energy. This statewide initiative (www.njcleanenergy.com) provides information and financial incentives to help New Jersey businesses, residents, and communities reduce their energy use, lower costs, and protect the environment. The program costs utility customers in the Garden State just \$19 per year per household, yet the benefit is enormous: For every \$1 spent by New Jersey's Clean Energy program, utility consumers save \$5 from energy efficiencies.

“We've developed a number of exciting programs with ENERGY STAR,” comments Jeanne Fox,

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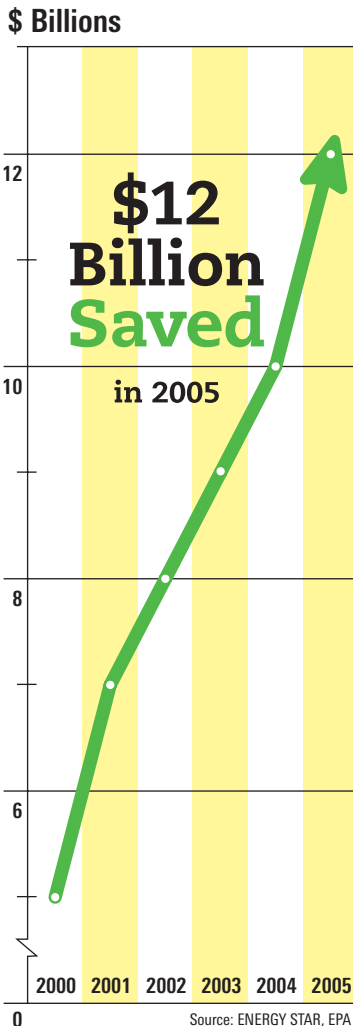
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Cutting the Electric Bill

Thanks to the ENERGY STAR program, consumers are saving billions of dollars annually.



NJBPU’s president. “For commercial utility customers, for example, we inform them about energy-efficient equipment for heating, cooling, lighting, and other uses. We can also offer loans and financing for companies involved with qualifying energy-efficient projects and renewable-energy systems.”

Here’s one important measure of ENERGY STAR’s success: During 2005, Americans saved billions of dollars in utility bills (see chart), in large part because of the use of energy-efficient products. Within any category, of course, some products can save more energy than others. An ENERGY STAR label indicates a product’s comparative energy efficiency, while the lack of one offers no guidance and may indicate an inefficient product.

To Donald Carli, a faculty member at City University of New York and senior research fellow at the nonprofit Institute for Sustainable Communication, there are many reasons for ENERGY STAR’s effectiveness. “Ours is a busy world. Businesses and consumers are bombarded with so many appeals, so many products to buy and choices to make. It’s been very helpful to be able to have a reliable source of information about energy efficiency in different product categories—an unbiased, simple-to-understand way to compare products.”

The wealth of public and private partnerships has also made a difference. In New Jersey, for example, the ENERGY STAR Change a Light, Change the World initiative, now in its third year, encourages people to buy ENERGY STAR light bulbs and fixtures during a two-month period each autumn. “It’s a very effective program,” notes Fox, “in which the NJBPU arranged for supermarkets, big-box stores, hardware stores, and other retailers to provide shoppers with point-of-purchase discounts, not rebates, so that they can start seeing savings right away.”

Businesses and consumers have been quick to make use of the energy-efficiency guidelines, purchasing about 175 million ENERGY STAR-qualified products in 2005 alone. Indeed, since the program’s inception 14 years ago, companies and individuals



For companies that want to cut their energy costs and help the environment, ENERGY STAR’s website offers plenty of great ideas. Here are some worth considering:

have purchased more than two billion products carrying the label.

The widespread adoption of the program offers environmentally motivated companies valuable tools. “Partnering with ENERGY STAR is an ideal way for us to promote environmental stewardship and the wise use of energy, which are essential components of corporate responsibility in today’s world,” emphasizes Richard T. Clark, CEO and president of Merck & Co., Inc. (www.merck.com), a global leader in the pharmaceutical industry. “By encouraging the use of energy-efficient practices in our global operations, ENERGY STAR is helping Merck meet its environmental commitments while producing significant savings for our company.”

Recently the EPA named Merck an ENERGY STAR 2006 Partner of the Year because of the company’s outstanding contribution in reducing greenhouse gas emissions through effective energy management. “The ENERGY STAR designation has great credibility among our employees,” explains Robert Colucci, Merck’s director of global energy and asset

1 Set goals. It's hard to achieve progress when you don't know what you'd like to achieve. 3M, for example, set a corporate goal of reducing its energy use by 20% between 2000 and 2005. By 2004 the company had already achieved a reduction of 28%, which translated into a cost savings of \$190 million.

2 Inspect and maintain heating and cooling equipment. As the EPA notes, commercial buildings nationwide use almost 35% of their energy on space heating, and 15% on space cooling. Making sure that equipment is up-to-date and functioning properly is crucial. Case in point: Annual tune-ups of gas or oil burners can improve a unit's energy efficiency by 5%.

3 Turn back or turn off equipment when not in use. Cutting back on just one hour of operation out of every 12 can achieve energy savings of up to 8%. This is a message that can never be reinforced often enough and it makes sense for employees at the office, or at home.

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You can probably save **20% to 30%** of your energy costs through the use of energy-efficient products and practices. ”

Resource Guide

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management. "We use that credibility to help motivate employees to do their part through an action-oriented communications program in which we highlight the value of using ENERGY STAR products while taking other steps to conserve energy."

Thanks to a comprehensive effort, including internal sharing of environmental best practices, Merck has achieved a number of significant improvements, including an 8.6% reduction in

energy use in 2005 compared to 2004, at offices, laboratory sites, and manufacturing facilities throughout North America. The company's Global Energy Team has adopted a goal of cutting energy usage 25% by 2008, compared to 2004. "We're honored to receive ENERGY STAR's award," notes Colucci, "but we believe this is just the beginning for our company as we pursue our goal of sustained excellence in the field of energy efficiency."

Becoming a Star

From a universe of more than 8,000 partners, ENERGY STAR recognized 67 organizations in 2006 for their outstanding contributions in a variety of fields, including retailing, manufacturing, and outreach. Gorell Enterprises became the first window manufacturer to receive the Sustained Excellence Award, after being named an ENERGY STAR Partner of the Year in 2004, 2005, and 2006. Sustained Excellence winners in other product categories include GE Consumer Products, Sears, and Whirlpool.

Gorell's environmental commitment is multifaceted, running the gamut from producing a wide range of ENERGY STAR-labeled, high-performance windows and doors, to educating consumers and employees about ways to make

their homes more energy efficient. Their website (www.gorell.com) includes information about the way the new Energy Tax Incentives Act can reduce the cost of purchasing replacement windows, as well as an energy-savings calculator to enable households to factor upfront costs and long-term savings.

"In the past, windows used to be replaced mainly for functionality or aesthetics. But today consumers are doing it more and more often for energy-efficiency," says Wayne Gorell, chairman and CEO. "They recognize the enormous potential for energy savings." As a good rule of thumb, he says, "if windows are more than ten years old, even if they're in good condition, they're wasting energy. There's no question about this. Thanks to advancements in glass coatings and window technology, windows are light-years ahead of where they used to be, when it comes to energy efficiency."

But although there's great room for improvement, not every new window is the same. "Businesses and individuals need to be careful," Gorell advises, "about what they're buying. And that's a big way that ENERGY STAR labels can help."

ENERGY STAR offers corporations and households many other benefits as well, including a website that gives comprehensive tips about energy savings and links to energy-efficient suppliers, providers, and home builders. "The biggest message we try to get across to businesses and households is this," concludes the EPA's Hogan: "You can probably save 20% to 30% of your energy costs through the use of energy-efficient products and practices. We encourage everyone to investigate these possibilities."

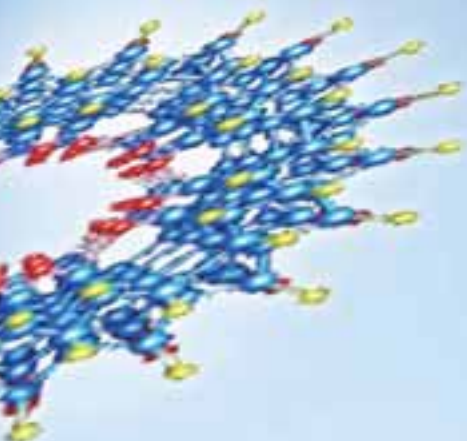
Look to ENERGY STAR to illuminate the path to a more environmentally responsible tomorrow. ■

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To see the list of 2006 ENERGY STAR Partners of the Year, visit www.energystar.gov/2006winners

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