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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 Ceiling Fans

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 50 categories, including ceiling fans, 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 ceiling fans earn the ENERGY STAR?

ENERGY STAR qualified ceiling fans meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE). ENERGY STAR qualified ceiling fans move air more efficiently, are laboratory verified, and come with a 30-year motor warranty and a two-year light kit warranty.

Why sell ENERGY STAR qualified ceiling fans?

- In 2007, **more than 70% of households** nationwide recognized the ENERGY STAR label.
- ENERGY STAR qualified ceiling fans **move air 20% more efficiently** than conventional models due to efficient motors and improved blade design
- Qualified ceiling fans with light kits are about **50% more efficient** than conventional fan/light units.
- **Save more than \$15 each year** in energy costs by replacing a conventional fan/light unit with a qualified model; save \$10 each year by replacing the fan alone.
- By using less energy, qualified ceiling fans **reduce greenhouse gas emissions** caused by the burning of fossil fuels at power plants.
- 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)