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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 Dehumidifiers

What is ENERGY STAR?

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

The energy efficiency of a dehumidifier is measured by its Energy Factor, which is the liters (L) of water removed per kilowatt hour (kWh) of energy consumed. In general, a higher Energy Factor, means a more efficient dehumidifier.

ENERGY STAR qualified dehumidifiers must have an Energy Factor ranging from 1.20 to 1.60 (L/kWh) for standard capacity units and more than 2.5 (L/kWh) for higher capacity units.

What are the benefits of ENERGY STAR qualified dehumidifiers?

- The ENERGY STAR label was **recognized by more than 70% of households** nationwide in 2007.
- Qualified dehumidifiers **use 10-20% less energy** than similarly-sized standard units, but remove the same amount of moisture.
- A 40-pint ENERGY STAR qualified dehumidifier can **save more than \$250** over the lifetime of the unit compared to a standard model.
- By using less energy, qualified dehumidifiers **reduce greenhouse gas emissions** caused by burning 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 qualified 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)