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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 Dishwashers

What is ENERGY STAR?

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

Qualified dishwashers must be at least 41% more energy efficient than the minimum federal standard. Dishwasher energy efficiency is measured by Energy Factor (EF), which includes machine electrical energy and energy used to heat the water, and is expressed in cycles per kWh. The higher the EF, the more efficient the dishwasher.

Why sell ENERGY STAR qualified dishwashers?

- In 2007, **more than 70% of households** nationwide recognized the ENERGY STAR label.
- ENERGY STAR qualified dishwashers are on average **20% more efficient than non-qualified models**.
- By reducing energy and water consumption, qualified dishwashers help lower utility bills, **saving about \$90** over its lifetime.*
- By using less energy, qualified dishwashers **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 qualified dishwashers **feature technical innovations** that reduce energy and water consumption and improve performance, including:
 - Internal water heaters that reduce water heating costs
 - High-pressure jets that eliminate the need to pre-rinse dishes
 - Soil sensors that customize the wash cycle based on each load
 - More efficient motors and precise controls and settings

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)

*Source: Department of Energy