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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 Refrigerators

What is ENERGY STAR?

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

ENERGY STAR qualified refrigerators must be at least 20% more energy efficient than the minimum federal standard. Qualified refrigerators use less energy than standard models through high performance features like high efficiency compressors, improved insulation, and more precise temperature and defrost mechanisms.

What are the benefits of ENERGY STAR qualified refrigerators?

- The ENERGY STAR label was **recognized by more than 70% of households** nationwide in 2007.
- New qualified refrigerators **use less energy than a 60-watt light bulb** run continuously.
- A new qualified refrigerator can **save over \$112 on electricity bills** over its lifetime compared to a new standard model.
- By using less energy, qualified refrigerators **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)