



INNOVATION. PERFORMANCE. SAVINGS.  
ENERGY STAR® Makes It Simple.

CLOTHES WASHERS  
2006 PARTNER RESOURCE GUIDE



ENERGY STAR

## SECTION I : CONSUMER INFORMATION



ENERGY STAR is a government-backed program that helps consumers identify the most energy-efficient products.

This document is designed to help partners promote clothes washers that meet the 2007 ENERGY STAR® criteria.

- Section I includes the latest consumer messaging on product features and benefits, as well as fun facts and usage tips.
- Section II summarizes the most recent data on ENERGY STAR market share, ENERGY STAR criteria, energy savings, and cost-effectiveness.

Clothes washers that meet the 2007 ENERGY STAR criteria use next generation technology to cut energy and water consumption by over 50% compared to regular washers.

### ADVANCED TECHNOLOGY

2007 ENERGY STAR clothes washers can be front-loaders or redesigned top-loaders, but both include two technical innovations that help save substantial amounts of energy and water:

#### NO CENTRAL AGITATOR

Front-loaders tumble clothes through a small amount of water instead of rubbing clothes against an agitator in a full tub. Advanced top loaders use sophisticated wash systems to flip or spin clothes through a reduced stream of water. Both designs dramatically reduce the amount of hot water used in the wash cycle, and the energy used to heat it.

#### HIGH SPIN SPEEDS

Efficient motors spin clothes 2-3 times faster during the spin cycle to extract more water. Less moisture in the clothes means less time and energy in the dryer.



Don't get agitated. Save time, money, the environment, and your clothes by purchasing an agitator-free washer.

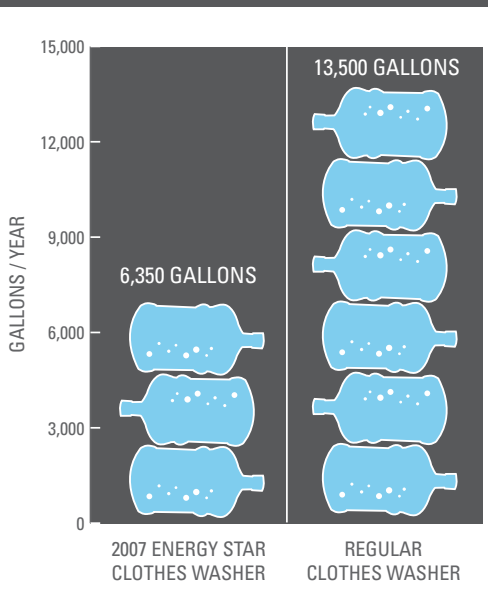
## ENERGY SAVINGS TIPS

FILL IT UP	Run full loads whenever possible.
WASH IN COLD	It takes a lot of energy to heat water. Use the cold cycle when you can.
AVOID THE SANITARY CYCLE	This super hot cycle, available on some models, increases energy use significantly, so only use it when absolutely necessary.
USE SOLAR ENERGY	On a sunny day, hang clothes outside to dry.





## RESIDENTIAL CLOTHES WASHER WATER CONSUMPTION



A 2007 ENERGY STAR clothes washer can save over 7,000 gallons of water per year compared to a regular clothes washer.

## SAVINGS

The average household does almost 400 loads of laundry each year, consuming about 13,500 gallons of water. Selecting a 2007 ENERGY STAR qualified washer instead of a regular clothes washer provides the following benefits:

### ■ SAVE MONEY

By dramatically reducing energy and water consumption, these units can cut utility bills by \$60 per year.

### ■ SAVE TIME

Without a bulky agitator there is more usable space in the tub for laundry—and in particular for large items like comforters. More capacity also means fewer loads of laundry each week. Some agitator-free washers can wash over 20 pounds of laundry at once, compared to 10-15 pounds for a conventional top-loader.

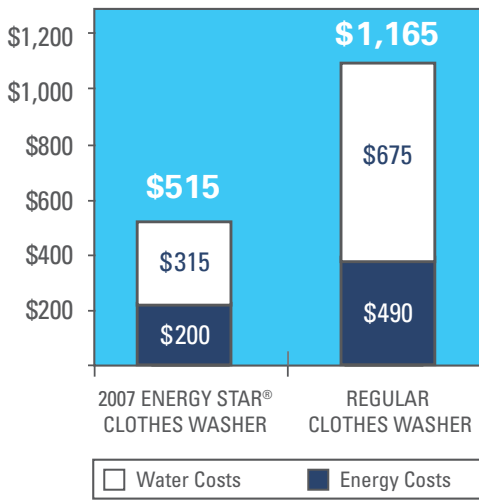
### ■ SAVE THE ENVIRONMENT

Because they use less energy, these products reduce the air pollution and greenhouse gases caused by burning fossil fuels. By reducing water consumption, they also help protect our lakes, streams and oceans.

### ■ SAVE YOUR CLOTHES

Instead of twisting and pulling clothes around a turning agitator, these products wash clothes gently. This lengthens the life of often-washed items and leads to less lint in the dryer! Because they are so gentle, many models can safely clean silk, wool, and other hand-washables.

## RESIDENTIAL CLOTHES WASHER LIFETIME OPERATING COSTS



Though it may seem cheaper at first, a regular clothes washer can cost \$650 more to operate over its life compared to a 2007 ENERGY STAR clothes washer.



## FUN FACTS

2007 ENERGY STAR clothes washers save over 7,000 gallons of water a year. Over the 11 year life of the washer, that's enough water to:

- Provide a lifetime of drinking water for six people
- Fill three backyard swimming pools
- Run an ENERGY STAR dishwasher almost 16,000 times (or every day for 43 years)
- Take over 3,000 showers
- Water your lawn 780 times
- Wash your car 770 times

2007 ENERGY STAR clothes washers save \$60 per year. Over the 11 year life of the washer, that's enough money to:

- Buy a new ENERGY STAR qualified dishwasher
- Buy a new clothes dryer
- Buy 75 bottles of laundry detergent (or enough detergent to do laundry for 5 years)
- Buy 40 pairs of jeans
- Buy over 250 pairs of socks

## SECTION II : MARKET DATA



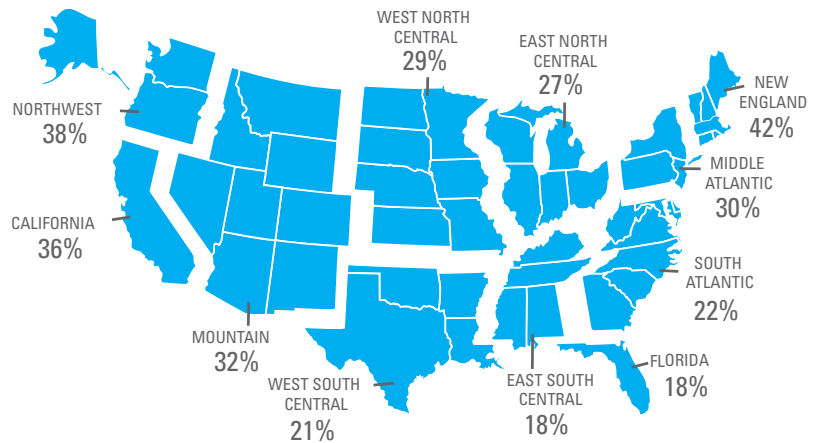
### ENERGY STAR MARKET SHARE

The national market share of all ENERGY STAR qualified clothes washers tripled between 2000 and 2004, growing from 9% to 27%.

As of February 2006, there are 130 clothes washer models on the market that meet the new 2007 ENERGY STAR criteria. The estimated market share of front loaders in 2005 (most of which meet the 2007 criteria) was 10-20%.<sup>1</sup>

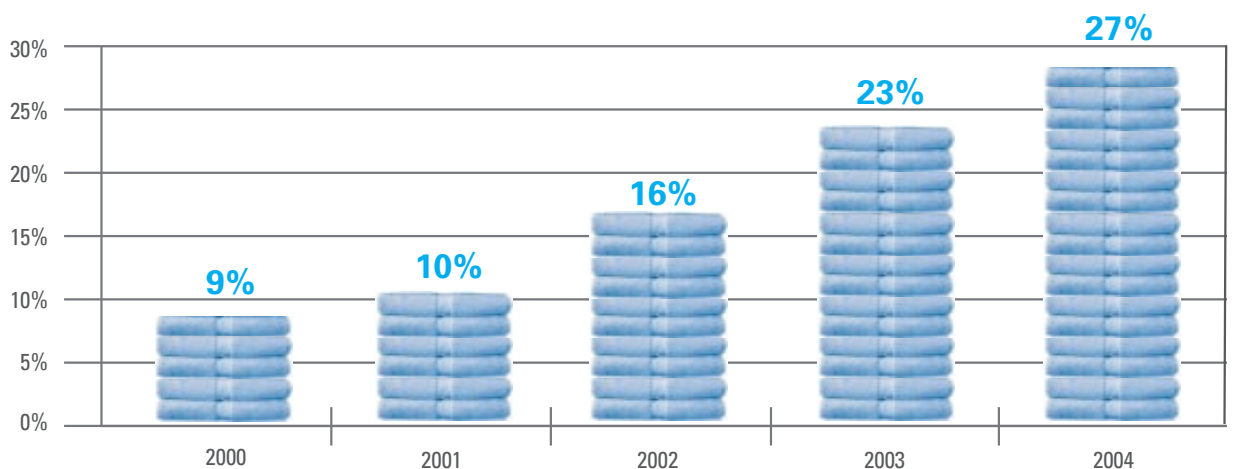
ENERGY STAR clothes washers have achieved healthy market share throughout the country, though sales remain strongest in regions with active program sponsors (such as California, the Pacific Northwest, and New England).

### ENERGY STAR CLOTHES WASHER 2004 REGIONAL MARKET SHARE



### ENERGY STAR CLOTHES WASHER

2000-2004 NATIONAL  
MARKET SHARE



<sup>1</sup> Source: Association of Home Appliance Manufacturers (AIAA)





## ENERGY STAR CRITERIA

Clothes washer efficiency is measured by Modified Energy Factor (MEF) and Water Factor (WF).

MEF is a comprehensive measure of energy efficiency that considers the energy used by the washer, the energy used to heat the water, and the energy used to run the dryer. The higher the MEF, the more efficient the clothes washer.

WF measures the water efficiency and is calculated as gallons of water used per cubic foot of capacity. The lower the WF, the more efficient the clothes washer.

The current ENERGY STAR criteria for clothes washers have been in effect since 2004, and to meet it models must be at least 37% more energy efficient than the minimum federal standard. To meet the new 2007 ENERGY STAR criteria, clothes washers must be even better – at least 65% more energy efficient than the current federal standard, plus they must meet stringent water efficiency criteria.

ENERGY STAR CRITERIA		
	CURRENT CRITERIA	JANUARY 1, 2007
ENERGY STAR	MEF $\geq$ 1.42	MEF $\geq$ 1.72, WF $\leq$ 8.0
FEDERAL STANDARD	MEF $\geq$ 1.04	MEF $\geq$ 1.26



## COST EFFECTIVENESS

- Average life = 11 years<sup>2</sup>
- Average cycles per year = 392
- Time to recover initial investment = 5 years
- 2007 ENERGY STAR clothes washer price range = \$550 – \$1,520<sup>3</sup>
- Conventional clothes washer price range = \$240 – \$770

## ENERGY STAR SAVINGS

The annual dollar savings of a new 2007 ENERGY STAR clothes washer varies slightly depending on what fuel a customer uses to heat their water. Homes that have an electric water heater—about 41% of U.S. households—will save an average of \$62 per year, whereas consumers that use gas water heating—59% of U.S. households—will save an average of \$56 per year. The national weighted average is \$59 per year.

## ANNUAL ENERGY STAR SAVINGS PER UNIT

	ELECTRIC WATER HEATING (41%)			GAS WATER HEATING (59%)		
	2007 ENERGY STAR	NON-QUALIFIED	SAVINGS	2007 ENERGY STAR	NON-QUALIFIED	SAVINGS
ENERGY USE (kWh/yr)	209	531	322	21	53	32
ENERGY USE (therms/yr)	N/A	N/A	N/A	12	29	17
WATER USE (gallons/yr)	6,350	13,494	7,144	6,350	13,494	7,144
ENERGY & WATER BILL (\$/yr) <sup>4</sup>	\$48	\$110	\$62	\$46	\$102	\$56

<sup>2</sup> Annual Portrait of the U.S. Appliance Industry, Appliance Magazine, September 2005.

<sup>3</sup> National retailer Web sites.

<sup>4</sup> Electric, gas, and water rates used to estimate dollar amounts are as follows: \$.093/kWh, \$1.24/therm (Source: U.S. Department of Energy, 2005) and \$.004529/gallon (Source: Raftelis Water and Wastewater Rate Survey, 2004).



United States  
Department of Energy

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