CLOTHES WASHERS

2007 PARTNER RESOURCE GUIDE

ENERGY STAR

SECTION I : CONSUMER INFORMATION

LEARN MORE AT energystar.gov

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

This document is designed to help partners promote ENERGY STAR® qualified clothes washers.

- 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 ENERGY STAR criteria use next generation technology to cut energy and water consumption by over 40% compared to regular washers.

ADVANCED TECHNOLOGY

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.

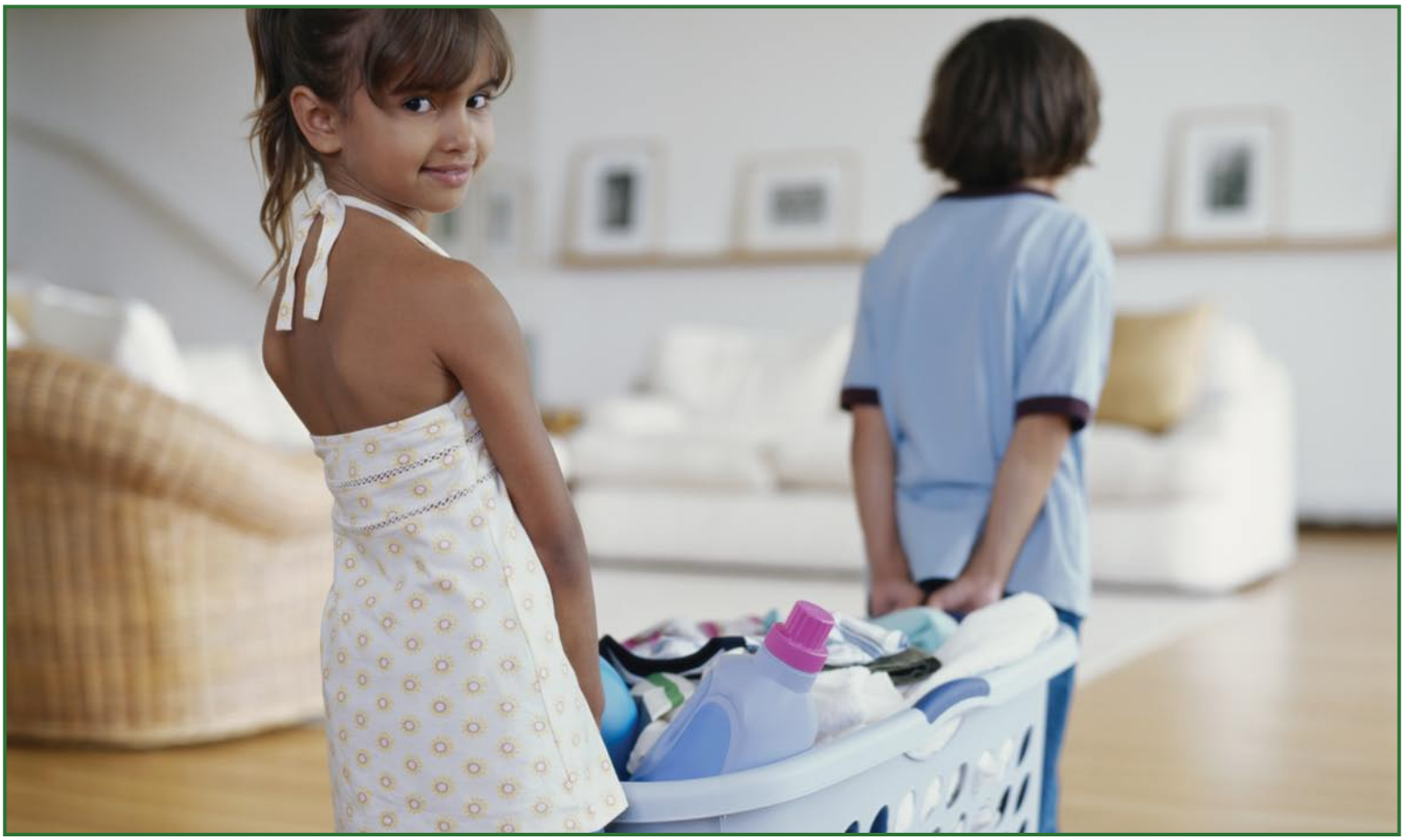
HIGH SPIN SPEEDS

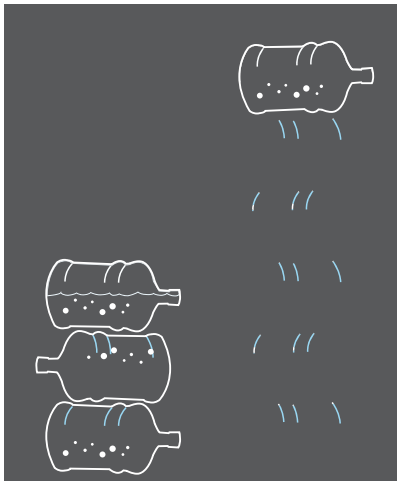
Efficient motors spin clothes two-three times faster during the spin cycle to extract more water. Less moisture in the clothes means less time and energy in the dryer.

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.





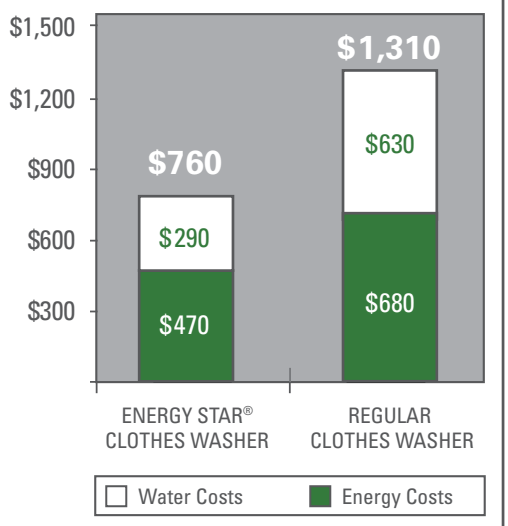
An ENERGY STAR clothes washer can save over 7,000 gallons of water per year compared to a regular clothes washer.

SAVINGS

The average household does almost 400 loads of laundry each year, consuming about 13,500 gallons of water. Selecting an 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 cut utility bills by an average of $50 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 $550 more to operate over its life compared to an ENERGY STAR clothes washer.

FUN FACTS

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 over 15,000 times (or every day for 42 years)
- Take over 3,000 showers
- Water your lawn 770 times
- Wash your car 760 times

ENERGY STAR clothes washers save $50 per year. Over the 11-year life of the washer, that's enough money to:

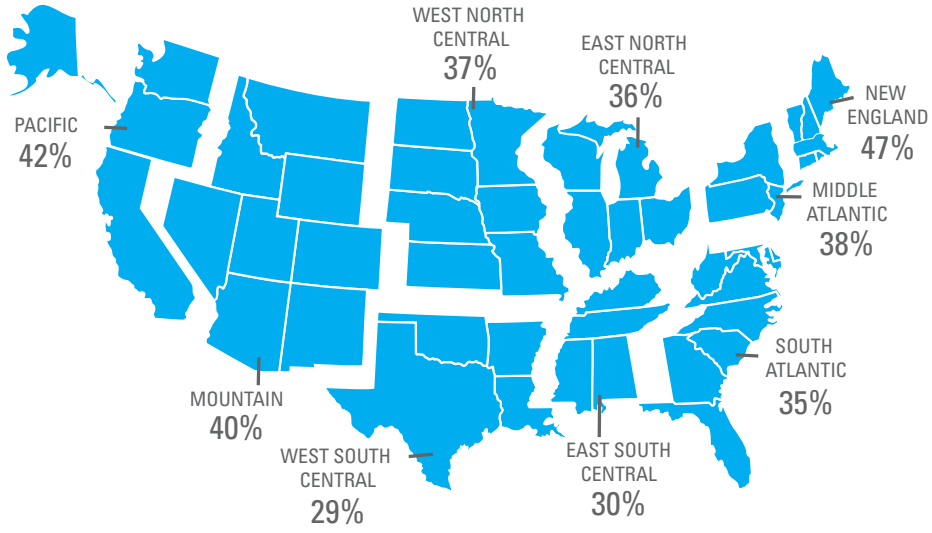
- Buy a new ENERGY STAR qualified dishwasher
- Buy a new clothes dryer
- Buy 65 bottles of laundry detergent (or enough detergent to do laundry for four years)
- Buy 15 pairs of jeans
- Buy over 235 pairs of socks

ENERGY STAR MARKET SHARE

The national market share of ENERGY STAR qualified clothes washers quadrupled between 2000 and 2005, growing from 9% to 36%.

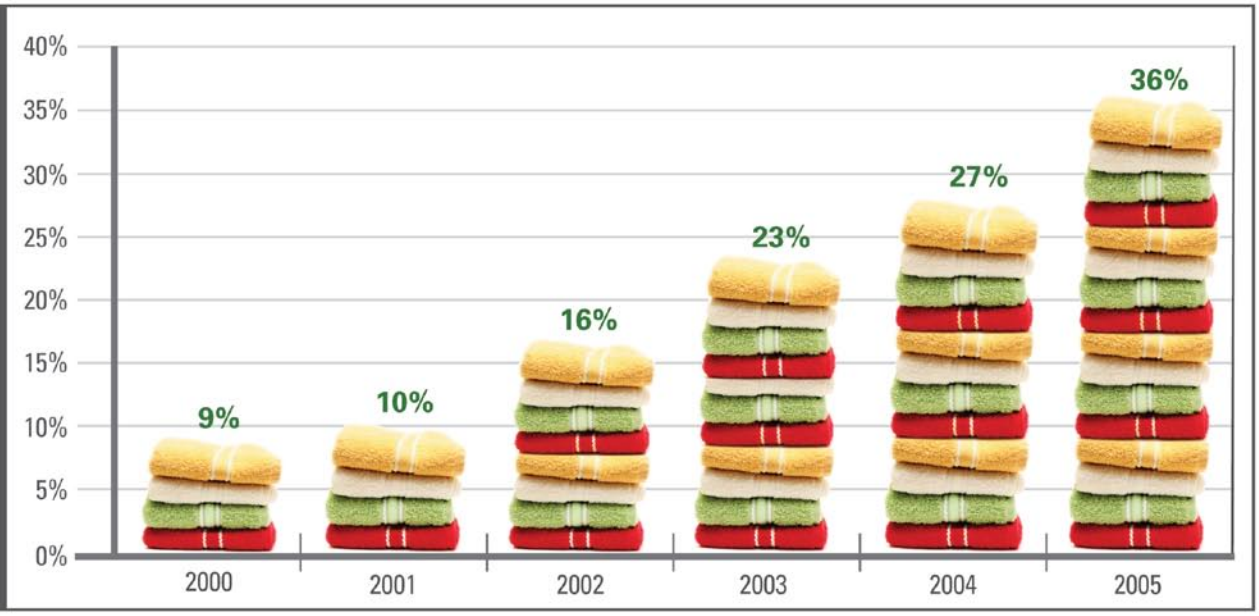
ENERGY STAR clothes washers have achieved healthy market share throughout the country, though sales remain strongest in regions with active program sponsors (such as California, the Pacific Northwest, and New England).

ENERGY STAR CLOTHES WASHER 2005 REGIONAL MARKET SHARE



ENERGY STAR CLOTHES WASHER

2000-2005 NATIONAL MARKET SHARE



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.

To meet the current ENERGY STAR criteria, clothes washers must be at least 37% more energy efficient than the federal standard, plus they must meet stringent water efficiency criteria. These criteria came into effect on January 1, 2007.

The Energy Policy Act of 2005 mandates the U.S. Department of Energy (DOE) to establish new criteria levels for ENERGY STAR qualified clothes washers by January 1, 2008 with an effective date of January 1, 2010. The minimum federal standard is not scheduled to change.

ENERGY STAR CRITERIA		
	CURRENT CRITERIA (AS OF JANUARY 1, 2007)	JANUARY 1, 2010
ENERGY STAR	MEF ≥ 1.72, WF ≤ 8.0	TBD
FEDERAL STANDARD	MEF ≥ 1.26	MEF ≥ 1.26

COST EFFECTIVENESS

- Average life = 11 years[1]
- Average cycles per year = 392
- Time to recover initial investment = 5 years
- ENERGY STAR clothes washer price range = $550 – $1,520[2]
- Conventional clothes washer price range = $240 – $770

ENERGY STAR SAVINGS

The annual dollar savings of a new ENERGY STAR clothes washer vary depending on which fuel a customer uses to heat their water and run their clothes dryer. Homes that have an electric water and an electric dryer—about 33% of U.S. households—will save an average of $58 per year, whereas consumers that use gas water heating and a gas dryer—21% of households—will save an average of $46 per year. The national weighted average is $51 per year.

Annual ENERGY STAR Savings Per Unit [3]

	Dryer	% of U.S. Households	Savings			
			Water	Electric	Gas	**Total**
Gas Water Heating	Electric	29%	$32	$12	$7	**$51**
	Gas	21%	$32	$2	$13	**$46**
	None	9%	$32	$2	$7	**$40**
Electric Water Heating	Electric	33%	$32	$26	—	**$58**
	Gas	2%	$32	$15	$6	**$53**
	None	7%	$32	$15	—	**$47**

[1] Annual Portrait of the U.S. Appliance Industry, Appliance Magazine, September 2006.
[2] National retailer Web sites.
[3] Electric, gas, and water rates used to estimate dollar amounts are as follows: 10.19¢ /kWh, $1.46/therm (Source: U.S. Department of Energy, 2006) and $.004529/gallon (Source: Raftelis Water and Wastewater Rate Survey, 2004).

United States
Department of Energy

For more information visit
www.energystar.gov
1.888.STAR.YES (1.888.782.7937)