



CHANGE FOR THE  
BETTER WITH  
ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. [www.energystar.gov](http://www.energystar.gov)

## Bottled Water Distributors: Win Bids And Build Your Customer Base With ENERGY STAR® Qualified Water Coolers



**Specifying ENERGY STAR qualified water coolers in your bids will give your company a competitive advantage by:**

- Reducing the total cost of your water service through energy savings of up to \$47 per year for every hot and cold water cooler.
- Differentiating your service as energy-efficient and environmentally friendly.
- Distinguishing your water coolers with an independent, respected symbol of energy efficiency.

### Take advantage of a growing trend

Many of your prospective customers already specify ENERGY STAR qualified products in their requests for bids for office equipment, appliances and other products. ENERGY STAR partners requesting qualified products include:

- Federal, state, and local government agencies
- Colleges and universities
- Commercial and corporate real estate building managers

“I received information on ENERGY STAR qualified [bottled water coolers] from a vendor, and awarded the contract based on that information.”

—Anne-Marie Nadeau  
University of Maine Purchasing  
Agent

To find out if your prospective customer is an ENERGY STAR partner go to [www.energystar.gov](http://www.energystar.gov) and click on the link Who Has Joined under Partner Resources. You can also check [www.energystar.gov/smallbiz](http://www.energystar.gov/smallbiz) where you'll find thousands of smaller organizations that have joined ENERGY STAR Small Business and also practice energy-efficient procurement policies.

## Residential accounts - be the first company a prospective customer calls

Consumers already look for the ENERGY STAR label when shopping for appliances, electronics, and other household items. Using ENERGY STAR in your marketing and advertising can put you at the top of a prospective customer's list.

- Over 100 million U.S. consumers "agree completely" with the statement "it is important for household appliances, electronics, heating/cooling systems, and lighting products to have the ENERGY STAR label."

SOURCE: Understanding the LOHAS Consumer Report™, ©The Natural Marketing Institute, 2004.  
Understanding the LOHAS Consumer: A Focus on Durable Goods.

## Calculate energy savings

Use the annual energy savings in kilowatt-hours listed below to calculate savings from ENERGY STAR qualified water coolers.

- Savings for one Hot & Cold unit: 361 kWh/yr
- Savings for one Cook & Cold unit: 47 kWh/yr

To convert these energy savings to dollars, simply multiply by the customer's electrical rate.

*Example:* A distributor rents 10 hot & cold units to an office building in New York state. The customer's electrical rate is 13 cents/kWh.

Annual Savings(\$) = 10 units \* 361 (kWh/yr) \*  
13 (cents /kWh) \* 1/100 (\$/cents) = \$469.30

## Resources and assistance

- Over 100 ENERGY STAR qualified water cooler models are listed at [www.energystar.gov/products](http://www.energystar.gov/products). Click on the link Water Coolers under Other.
- "We Sell ENERGY STAR" or "Ask About ENERGY STAR" linkage phrases are available for use on Web sites and in yellow page ads. Go to <https://www.energystar.gov/partners> then Logos and Linkage Phrase Marks.
- For more information and assistance contact: David Shiller, U.S. EPA, 202.343.9397, [Shiller.David@epa.gov](mailto:Shiller.David@epa.gov).