



DOE's ENERGY STAR® Product Portfolio

The ENERGY STAR label appears on a wide range of products, including lighting, appliances, heating and air conditioning equipment, windows, and many other energy-saving products. Consumer recognition of the ENERGY STAR label is highly effective in transforming markets to more energy efficient building products.

ENERGY STAR makes a major energy efficiency impact by transforming building technologies markets. The program, with its widely recognized symbol, encourages manufacturers to make and consumers to buy more energy efficient products. DOE is also exploring expansion to include renewable energy products such as solar panels and wind turbines.

What Is ENERGY STAR?

- A recognized, trusted symbol
- A voluntary public/private partnership



More than three-quarters of U.S. consumers recognize the ENERGY STAR symbol as a trustworthy designation of an energy-efficient product

- A marketing platform
- A program jointly managed by the U.S. Department of Energy (DOE) and U.S. Environmental Protection Agency (EPA)

ENERGY STAR is a national program that helps businesses and consumers identify energy-efficient products and practices that save energy, save money, and protect the environment. ENERGY STAR is recognized by over 76 percent of U.S. consumers and is best known as a product label designating energy-efficient products. ENERGY STAR also promotes systems-based or “whole building” efficiency in new and existing homes and commercial buildings. In addition, ENERGY STAR coordinates national campaigns, and provides partnership opportunities, consumer materials, and online tools to reduce our energy use.

Since the inception of the ENERGY STAR program, the market share of efficient products has increased dramatically, resulting in significant energy savings. With the help of ENERGY STAR, Americans saved enough energy in 2008 alone to avoid greenhouse gas emissions equivalent to the emissions from 29 million cars, while saving \$19 billion on their utility bills.

The Products

The government-backed ENERGY STAR label appears on products in more than 60 categories, including:

- Home appliances
- Windows
- Lighting
- Heating and cooling products
- Home electronics

DOE is responsible for clothes washers, refrigerators, refrigerator-freezers, dishwashers, room air conditioners, water heaters, windows, doors, skylights, solid state lighting, and CFLs. DOE establishes energy efficiency criteria for these products in consultation with manufacturers and other partners. Products that have earned the ENERGY STAR label are generally 10 to 30 percent more energy efficient than standard models. DOE updates efficiency criteria regularly to ensure the label is associated with only the most efficient products.

Partnering for Success

ENERGY STAR is one of the government's most successful voluntary public/private partnerships. The program relies on national and regional partners to promote energy efficiency and educate consumers about how to make smart energy choices.





ENERGY STAR qualified clothes washers offer up to 50% savings in energy and water over conventional models

The ENERGY STAR partner network includes more than 15,000 public and private-sector organizations that promote energy efficiency. DOE has forged successful partnerships with more than 1,100 retailers that operate over 27,500 storefronts and reach millions of customers a week, as well as all the major manufacturers of appliances, windows, and lighting. In addition, DOE partners with about 600 utilities and regional organizations, known as “energy efficiency program sponsors,” that serve 75 million households and offer promotions and incentives to consumers for ENERGY STAR products. This network of providers has spent more than \$1 billion to date promoting ENERGY STAR nationwide. Every year, DOE and EPA recognize the accomplishments of program partners with ENERGY STAR awards.

Home Performance

By training contractors and working closely with retailers, ENERGY STAR is making it easier for homeowners to improve the efficiency of their homes with comprehensive energy audits and effective improvements. Twenty-seven partners in 22 states currently operate Home Performance programs.

Consumer Outreach

Each year, DOE organizes national promotions for ENERGY STAR

qualified appliances and lighting to raise consumer awareness of efficient products and practices. Manufacturers, retailers, utilities, and other partners coordinate marketing activities during each campaign using common messages and creative materials developed by DOE.

- **Lighting.** Operation Change Out — THE MILITARY CHALLENGE is a joint effort of DOE and the U.S. Department of Defense. It is the first national, military-focused energy efficiency campaign to encourage servicemen and women to replace their inefficient, incandescent light bulbs with ENERGY STAR qualified compact fluorescents. In total, 359,260 energy-efficient light bulbs were replaced with compact fluorescents, for a lifetime energy savings of nearly \$11 million. The base retail stores that displayed the posters noted a 172- to 290-percent increase in sales of ENERGY STAR qualified light bulbs.



- **Appliances.** ENERGY STAR’s Make a Cool Change Campaign asks consumers to recycle their old, inefficient refrigerators and freezers; ENERGY STAR’s Make a Clean Change Campaign encourages consumers to recycle their old, inefficient washing machines. The ENERGY STAR label is central to both campaigns.

Partner Tools & Resources

- ENERGY STAR Web site (www.energystar.gov)
- Quantity Quotes Web site (www.quantityquotes.net)
- Qualified product lists
- Product savings calculators
- Store locator, rebate finder, database for market and program coordination
- Marketing materials and ENERGY STAR images for download

Transforming Markets

ENERGY STAR was created to transform markets toward greater energy efficiency by encouraging partnerships with manufacturers, retailers, and utilities; promoting ongoing improvement in products; and educating consumers. The ENERGY STAR label now appears on over 60 categories of products.

Recently, DOE has taken important steps to address two major markets. For domestic water heating, ENERGY STAR recognized niche categories of water heater products as higher performing, creating new opportunities for manufacturers to develop and market advanced technologies. Water heating is the average household’s second largest energy expenditure behind heating and cooling. Now ENERGY STAR labels five kinds of advanced water heater technologies.

In the rapidly developing field of solid state lighting (commonly called LEDs), ENERGY STAR is pushing the market by labeling products that will perform at least as well as incandescents and fluorescents. As LED technology improves, more LED lighting products will be added to the ENERGY STAR program.

For More Information

Contact the EERE Information Center at 1-877-EERE-INF or 1-877-337-3463 or visit www.buildings.energy.gov/energystar.html or www.energystar.gov.



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