ENERGY STAR 2018 Annual Product Promotions

Spring Promotions

Product Promotions

What Are the Annual Product Promotions?

- Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns – timed with product seasonality.
- Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty.

Co-Marketing Opportunities

- Facilitate and leverage promotional support from manufacturing and retail partners.
  - ✓Media partnerships and other paid efforts, POS marketing, vast reach from earned and owned channels (including contractor outreach, where relevant), and more.

Resource Leveraging and Co-branding Opportunities

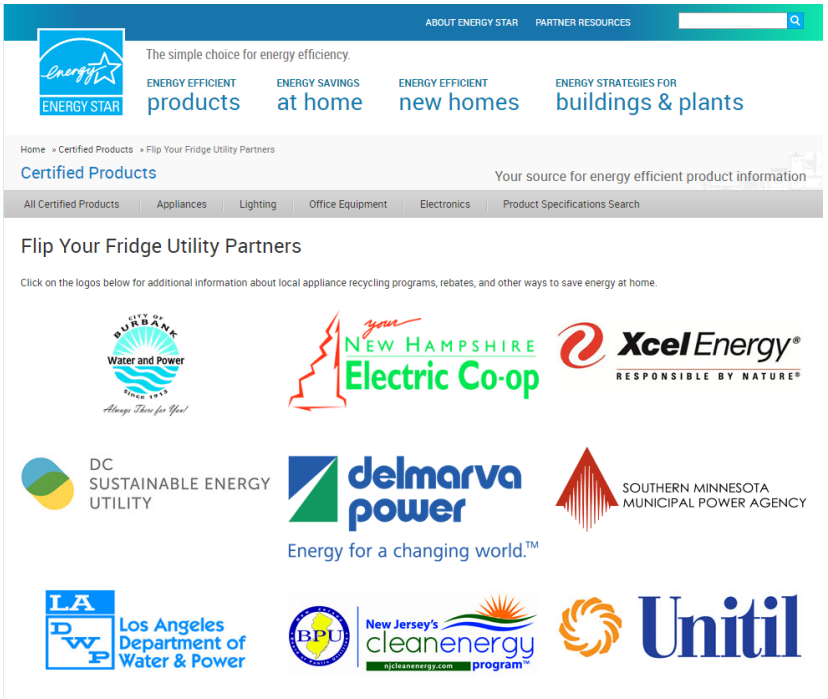
- Provide promotional materials and tools with compelling look and feel for effective consumer engagement and, ultimately, adoption.
  - ✓Resources to support multiple media channels from retail and community events to digital (online and social).

What EPA Will Be Doing in the Market

- Push out through a variety of media channels that drive impressions and traffic to promotional ENERGY STAR webpage hub featuring partner programs.
  - ✓POS, online advertising, media partnerships, owned channels, and more!

Benefits of Participating

- Leverage ENERGY STAR's trusted brand, reputation, popularity – as well as strong network of supporting manufacturers and retailers.
- Take advantage of national campaign positioning, tactics, and marketing materials (messaging and graphics) – all developed by an expert marketing, PR, and advertising team.
- Benefit from a strategic, effective mix of targeted earned, owned, and paid media that will drive exposure for your program among EPA ENERGY STAR's broad consumer base.
  - Geo-targeted to your market when you participate.
  - Driving clicks to promotional pages where your programs are featured.
    - Combined results from promotions exceeded 30,000,000 impressions and 750,000 pageviews!



2017 Campaign Impact:

energystar.gov

Promotional pages had more than **544 THOUSAND** pageviews

MORE THAN **16 MILLION** IMPRESSIONS in print, social, and online media in 2017

MORE THAN **5,230** PLACEMENTS THROUGH NAPS

1.2 MILLION VIDEO VIEWS

MORE THAN **1.1 MILLION** NEWSLETTERS DELIVERED

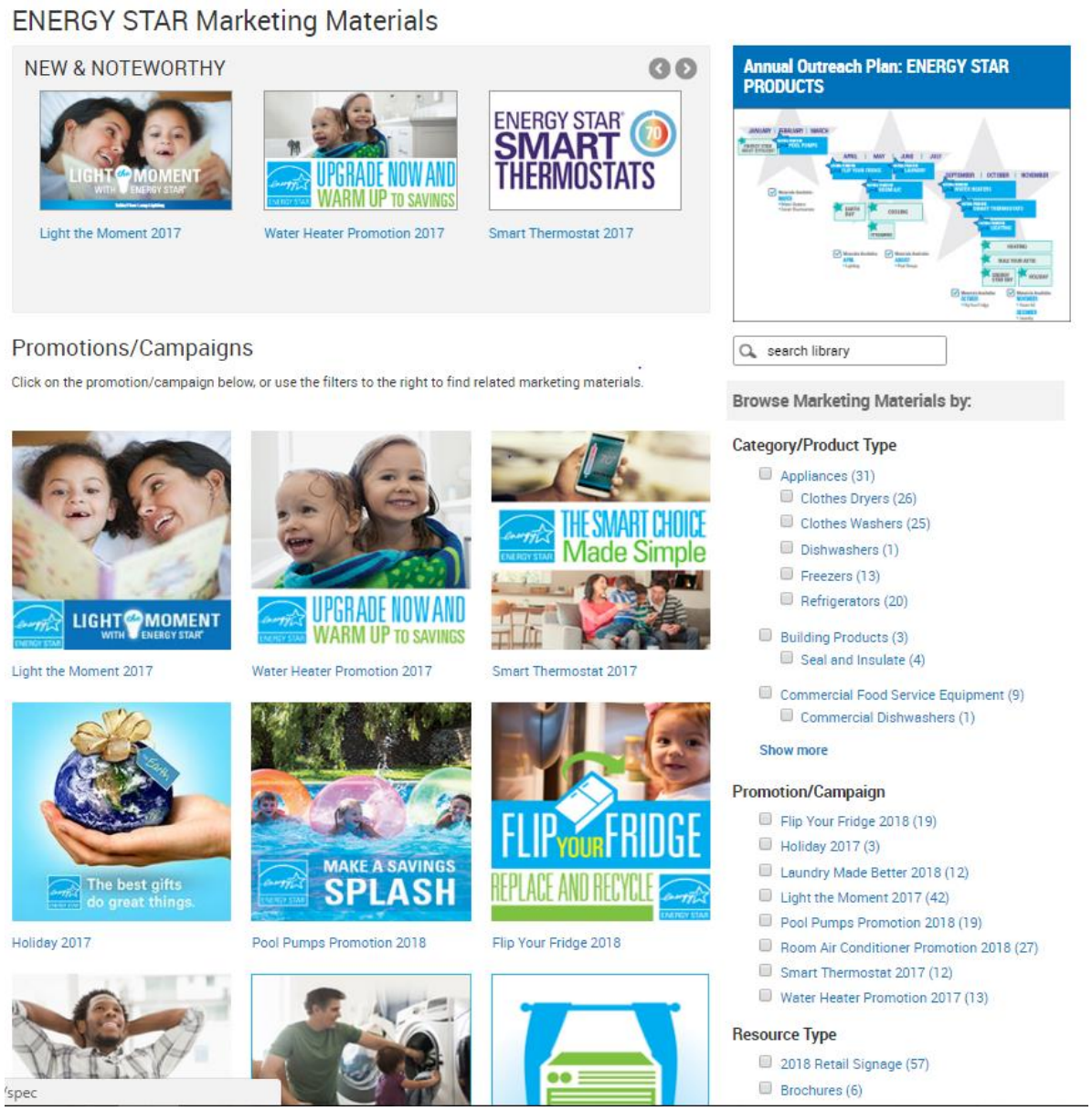
MOTHERLY Brandpoint Fatherly bob vila

YouTube NAPS NORTH AMERICAN PRECIS SYNDICATE Google Display Network

How to Participate

- Integrate ENERGY STAR promotional messaging and graphics into your materials and leverage your existing outreach channels – and you will reap the benefits of 1) a united outreach umbrella effort, and 2) increased consumer engagement.
  1. Use the ENERGY STAR name and logo throughout all your materials (like you already do!).
  2. Integrate the promotion tagline, imagery, messaging and other "building blocks" into your materials; for example:
     - If you have a retail program, integrate at least the logo lock-up from the promotion into your retail-facing materials.
     - Leverage social media graphics and messages through your social channels.
     - Use the web graphics in your relevant web pages.
     - Integrate promotion messaging and graphics through newsletters, direct mail (electronic or hard copy), consumer events, etc.
  3. Let us know how you plan to participate / share your co-branded tactics and we will include your logo and link to your program on the energystar.gov promotional page.

Marketing Materials Page

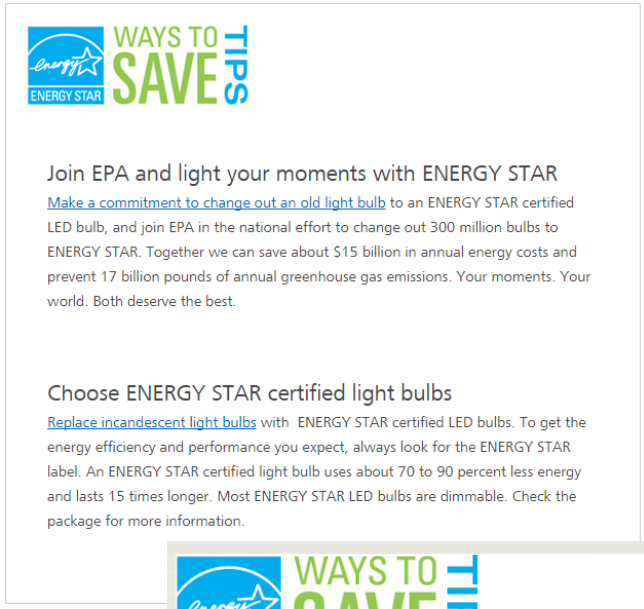


https://www.energystar.gov/marketing_materials

Way to Save Tips Web Service

- Ways to Save Tips is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.
- Tips include all ENERGY STAR vetted, energy-saving tips for certified consumer products, including content from all annual product promotions.
  - The tips in the feed will automatically refresh with each visit to your site.
- Tips are customizable for your web feed based on specific product categories relevant to your program.
- Benefits include:
  - Fresh and frequent content to enhance search engine optimization and overall customer engagement.
  - ENERGY STAR brand affiliation to enhance credibility and customer value.
- Easy to implement.
  - Visit energystar.gov/waystosavetips

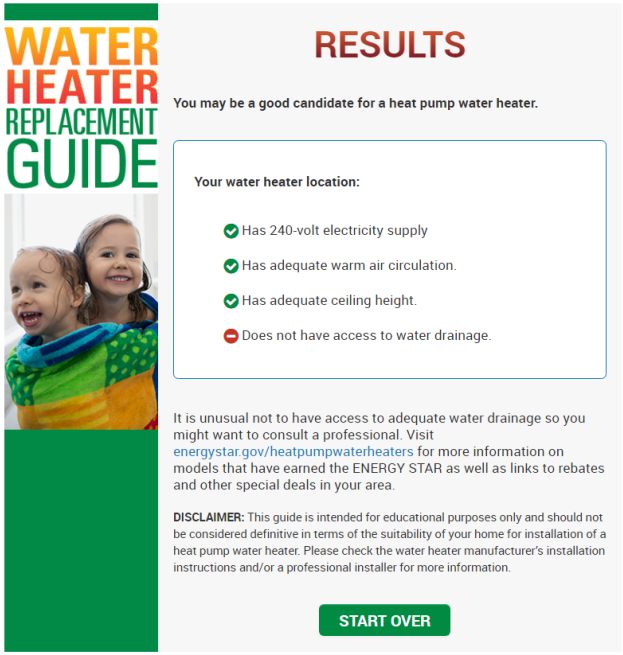
Pepco / Delmarva Power



Efficiency Smart

Water Heater Replacement Guide

- The Water Heater Replacement Guide is a user-friendly tool to help consumers determine whether an electric heat-pump water heater is right for their home.
- Conceived based on known consumer barriers associated with water heater replacement with heat-pump technology due to perceived cost and installation challenges, despite the huge energy-savings they offer.
  - Heat pump water heaters save more than 50% on water heating energy costs – up to $3,500 lifetime savings for a family of four.
- The guide walks consumers through 4 simple installation considerations and provides recommendations based on their responses.
- Available now for partners at energystar.gov/waterheaterguide and plans to promote it over the next few months are underway. STAY TUNED!



2018 Outreach Plan: ENERGY STAR® PRODUCTS

JANUARY | FEBRUARY | MARCH

- ENERGY STAR MOST EFFICIENT
- NATIONAL PROMOTION: POOL PUMPS

Materials Available:
MARCH
- Water Heaters
- Smart Thermostats

APRIL | MAY | JUNE | JULY

- NATIONAL PROMOTION: FLIP YOUR FRIDGE
- NATIONAL PROMOTION: LAUNDRY
- NATIONAL PROMOTION: ROOM A/C
- EARTH DAY
- COOLING
- STREAMING

Materials Available:
APRIL
- Lighting

Materials Available:
AUGUST
- Pool Pumps

SEPTEMBER | OCTOBER | NOVEMBER

- NATIONAL PROMOTION: WATER HEATERS
- NATIONAL PROMOTION: SMART THERMOSTATS
- NATIONAL PROMOTION: LIGHTING
- HEATING
- RULE YOUR ATTIC
- ENERGY STAR DAY
- HOLIDAY

Materials Available:
OCTOBER
- Flip Your Fridge

Materials Available:
NOVEMBER
- Room AC

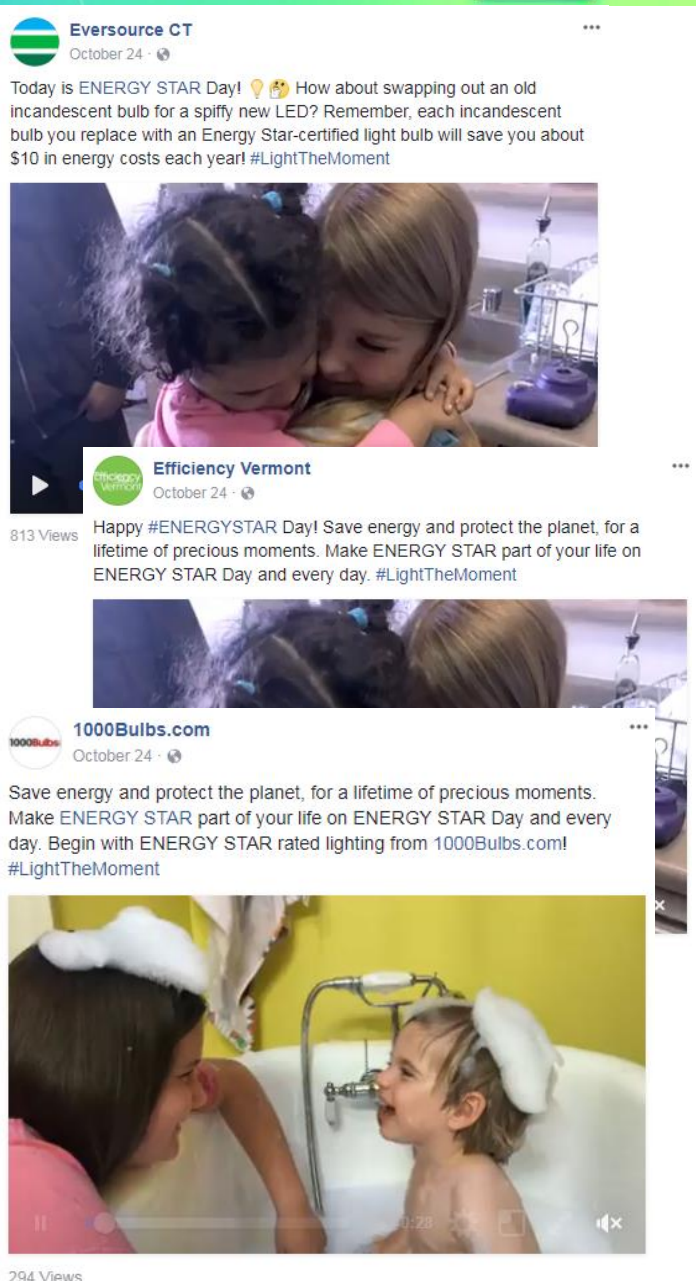
DECEMBER
- Laundry

Media Push: ENERGY STAR Most Efficient

- Geo-targeted Facebook campaign to generate awareness, engagement, and clicks to the ENERGY STAR Most Efficient landing page among the Super Greenie audience.
  - Target regions that represent both a concentration of our target audience as well as active ENERGY STAR Most Efficient support.
  - Super Greenie profile:
    - Adults 30-50. HHI 100,000+
    - Behaviors: Green living, homeowners, high-end retail and appliance shoppers, above average spending.
    - Interests: Energy efficiency / conservation / renewables, environmentally friendly / environmentalism, green brands, sustainability, sustainable living, home improvement, luxury goods.

Lighting and Earth Day 2018

- The ENERGY STAR Day push of Light the Moment resulted in a more than 2 mm impressions and 70,000+ video views between October 23rd and October 25th!
- Extend promotions of Light the Moment to take advantage of this success and an ongoing window of market opportunity for ENERGY STAR certified LED lighting.
  - Focused on “darker” regions with active utility programs.
  - Specific plans will be shared via a partner letter in late January, so STAY TUNED.
  - Continue activity through end of April with a bigger push on Earth Day (April 22).



Pool Pumps 2017: Media Mix

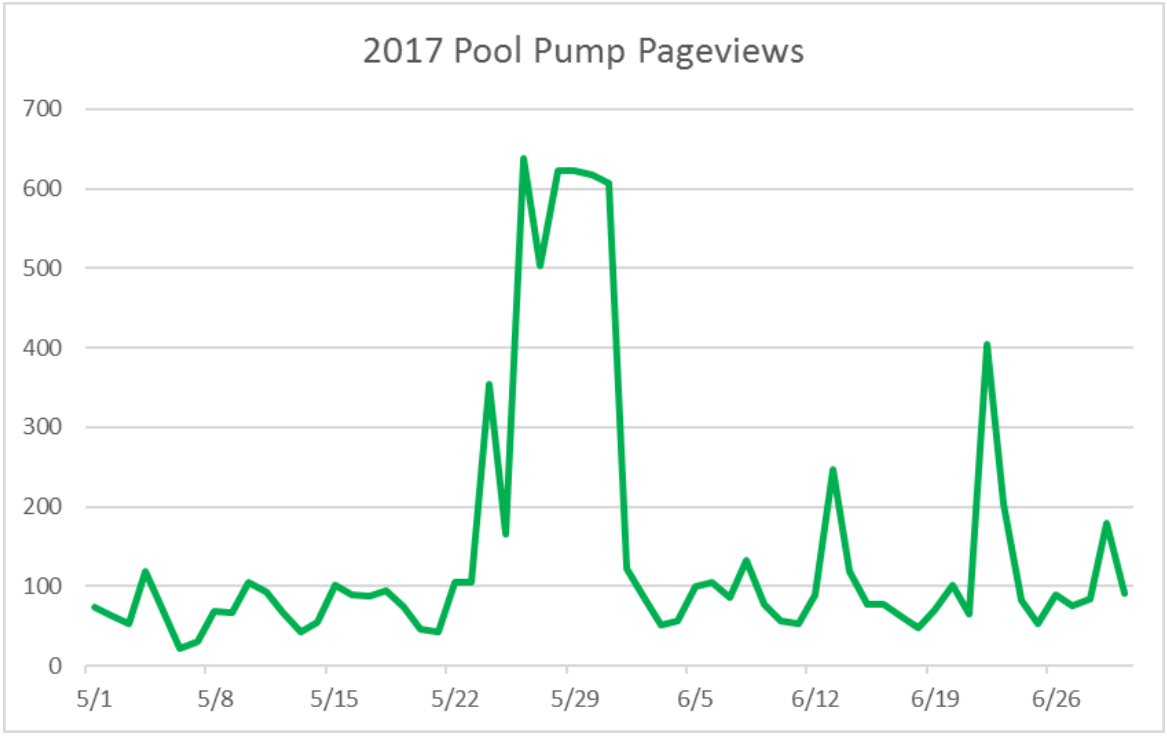
- Geo-targeted advertising
  - Google Display Network (GDN) ads
  - Boosted video on YouTube.
  - Markets included: Phoenix, Prescott, Flagstaff, AZ, Delaware, Eastern Maryland, San Diego, Sacramento, Modesto, Turlock, CA, Hawaii, Washington, DC, Houston, TX, Chicago, IL, Long Island, NY, New Hampshire, Central and Eastern Pennsylvania, Massachusetts, Southern New Mexico, Ohio, & Vermont.
- Owned
  - Promotional landing tab on Pool Pump product page.
  - Incorporated content in summer Cooling newsletter to consumers.

Pool Pumps 2017: Evaluation

- Google Display Network ads targeted to pool owners in states with utility rebates.
  - GDN: 1.6 million impressions
- Boosted most popular consumer video, Pools of Our Lives, developed in 2016.
  - More than 145,000 impressions and 40,000 views *(view is counted when watched at least 30 seconds).*

Pool Pumps 2017: Evaluation

- Combined efforts resulted in more than 8,900 pageviews through end of June.



Pool Pumps 2018

- **Tagline / Call-to-Action**
  - Make a Savings Splash!
- **Objective**
  - Encourage consumers to replace old pool pumps with ENERGY STAR certified pool pumps based on huge savings and rebates as applicable.
  - Encourage pool contractors to promote ENERGY STAR certified pool pumps based on consumer savings benefit and midstream rebates, as applicable.
- **Timing**
  - NEW! Initiate promotions in February.
  - Will customize our regional outreach with your plans.

Pool Pumps 2018: Promotional Opportunities

- Retail POP building blocks and factsheet
- Direct mail / email coordination opportunities
- Digital media
  - Online / Social
    - Web buttons, digital graphics, and educational content
    - Video assets (Ask the Expert & short promotional videos)
- Contractor outreach
  - Facilitate manufacturer support for geo-targeted contractor outreach where midstream rebates are available.
- **Notification of Participation:** Due 2 weeks prior to web-page launch date (Mid-January) for EEPS promoting in February.

Pool Pumps 2018: Media Mix

- Google Display Network (GDN) focused campaign featuring video and static ads.
  - Geo-targeting your region.
  - Timed with your outreach efforts.
- Coordinated pool-service contractor outreach with midstream programs.
- Connect participating utilities with manufacturer partners for increased impact.

Google Display Network

YouTube

Flip Your Fridge 2017: Media Mix

- Paid
  - Geo-targeted GDN ads. Markets include:
    - Burbank, Alameda, Sacramento, CA, Washington, DC, Northern Illinois (including Chicago), Hawaii, Delaware, Maryland, Virginia, New Hampshire, West Virginia, Indiana, Ohio, Rhode Island, South Carolina, Massachusetts, & Michigan.
  - NAPS (North American Press Syndicate)
  - BobVila.com native content
- Owned
  - Newsletter featuring Earth Day and Flip Your Fridge messaging.
  - Promotional landing tab on Refrigerator product page
- Partner
  - Sears/Kenmore-sponsored refrigerator giveaway on BobVila.com

Flip Your Fridge 2017: Evaluation

- Sponsored article on BobVila.com to reach homeowner audience interested in remodeling and home upgrades.
  - More than 1.6 million impressions on bobvila.com and social media.
  - 6,600 pageviews
    - *Note, the average article on bobvila.com generates only 600 pageviews in a month.*
  - 159,000 emails delivered
- GDN ads drove traffic to promotional page.
  - GDN 340,000 total impressions w/ 3,900 clicks among geo-targets.
  - NAPS article garnered 2,608 news article placements with estimated readership of 1,342,320.

bob vila
Tried, True, Trustworthy Home Advice
Newsletters | Find a Pro | Bob Vila Academy
HOW-TO CENTER | GET IDEAS | FIND INFO | DISCUSS IT | WATCH TV | Enter the $5,000 "Beat the Heat" Giveaway!

Green > Flip Your Fridge to Save Money—and the World!

Flip Your Fridge to Save Money—and the World!

Are you paying way too much to run your refrigerator? If it's been years since you last shopped for a new one, the answer may be yes. Read on to learn more about the hidden costs of keeping your food fresh and all the ways you can save by upgrading to a brand-new, ENERGY STAR certified refrigerator.

By Donna Boyle Schwartz

KITCHEN | APPLIANCE | ENERGY

19 SHARES

WIN A BRAND-NEW KENMORE FRIDGE FROM SEARS!

Exclusively on BobVila.com, you can enter to win an ENERGY STAR certified Kenmore refrigerator provided by Sears. Remember—for the best possible chance of winning, enter once a day, every day until the contest closes on May 31. There may be a million reasons to flip your fridge, but there's only one way to win our Sears Kenmore refrigerator giveaway—enter now!

The electricity bill comes at the end of the month. You open it (perhaps begrudgingly), pay the amount owed, and then move on with your life. But you can't shake the feeling that you're paying too much. After all, you make a reasonable effort to save energy. It's not like you're lighting up the neighborhood with a crazy Christmas lighting display every night of the year. So really, how come your utility costs always seem to be so mysteriously high?

A big part of the story is that from table lamps and TVs, the majority of devices and appliances you interact with daily consume relatively little energy. It's the "big stuff" that devours power— space heating, air conditioning, water heating, and, believe it or not, *refrigeration*. Keeping your food fresh requires more electricity than you'd expect, and that's especially true if, in effort to control costs, you've resisted the temptation to upgrade to a new model.

The irony is that since older refrigerators consume so much more energy than the highest-efficiency units today, sticking with the fridge you've had for years actually costs you more in the long run. In fact, according to the Environmental Protection Agency's ENERGY STAR program, finally swapping out your aging, inefficient fridge for an ENERGY STAR certified replacement can save you more than $270 over the next five years. And you'll save even more by recycling your old one versus putting it in the garage or the basement. *Exactly* how much would you save? Use the ENERGY STAR Flip Your Fridge calculator to find out now!

SEE MORE

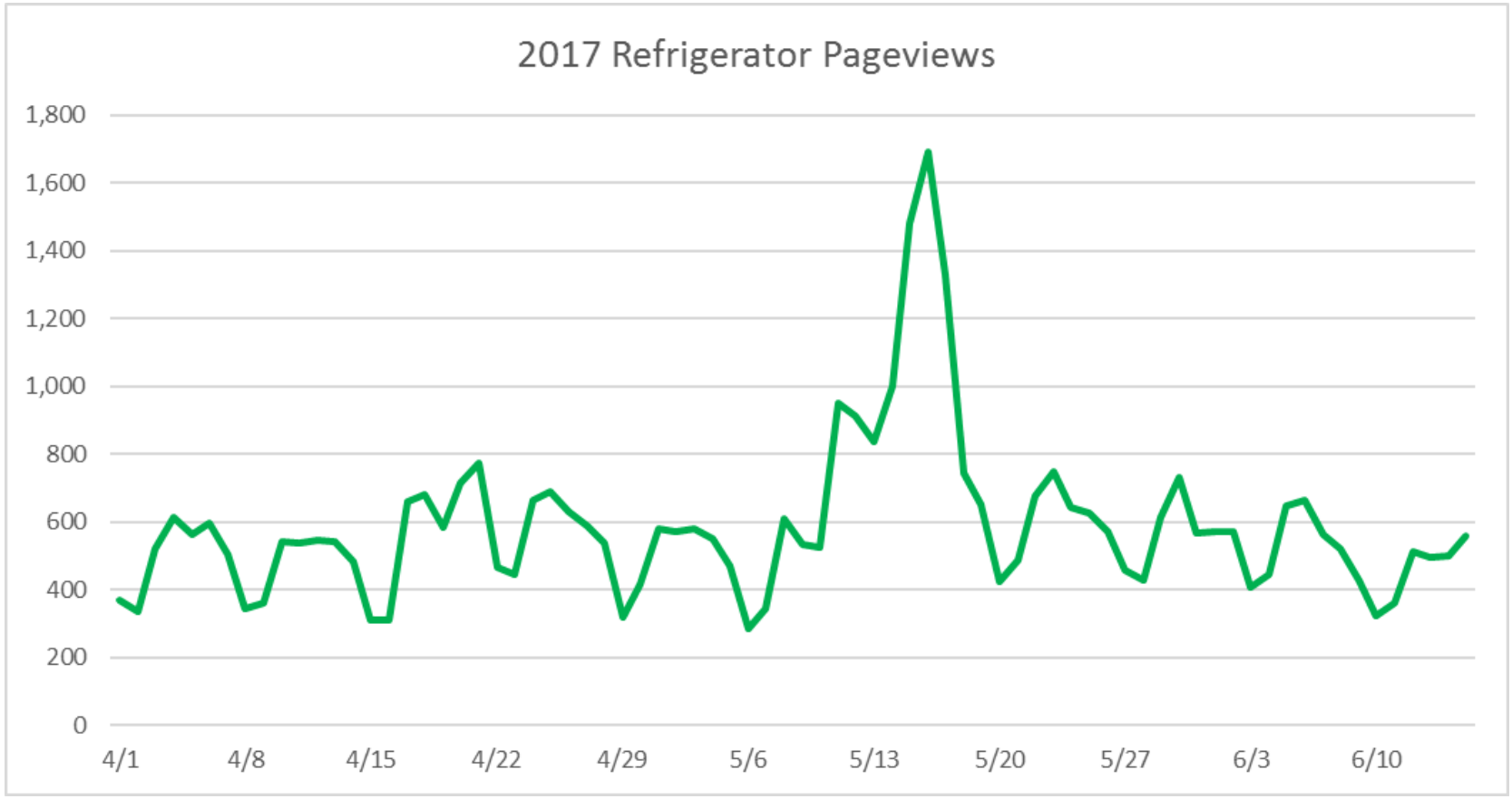
- 10 Money-Saving Gadgets That Pay for Themselves
- 10 Things You Didn't Know Your Microwave Can Do
- 7 Ways to Tackle Spring Cleaning with Vinegar

Flip Your Fridge 2017: Evaluation

- Sears partnered with BobVila.com to sponsor their Flip Your Fridge give-away. Their sweeps page featured Flip Your Fridge messaging with the ENERGY STAR mark. Three utility partners participated by promoting the give-away in their regions.
  - 43,900 contest entrants
  - 118,000 emails delivered; 13.86% open rate

Flip Your Fridge 2017: Evaluation

- Combined efforts resulted in more than 37,500 pageviews.



Flip Your Fridge 2015 RECS Data Insights

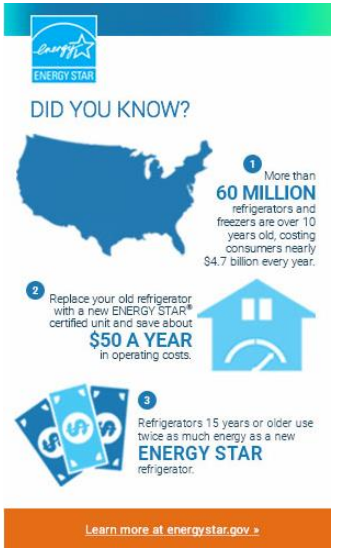
- 20.5 million 15+ years old refrigerators in use in the U.S., representing 17% of all refrigerators.
  - 59% primary; 41% secondary
  - Most in the South and Midwest
  - Other demographics:
    - Single-family, detached, owned homes
    - 1 to 2 people
    - < $60,000 household income
    - Marked increase in Spanish-speaking families

Flip Your Fridge 2018

- **Tagline / Call-to-Action**
  - Flip Your Fridge. Replace and Recycle
    - Recycle and Save
- **Objective**
  - Encourage consumers who have older (more than 15-year old) refrigerators (either first or second) to recycle and replace them with ENERGY STAR certified refrigerators.
    - Expand targets to include harder-to-reach, and growing customer segments based on RECS data.
      - Cost-conscious
      - Spanish-speaking
    - Include ENERGY STAR Most Efficient (ESME) promotional content and outreach, where relevant.
- **Timing**
  - Earth Day through Memorial Day

Flip Your Fridge 2018: Promotional Opportunities

- Retail POP building blocks, ruler, and factsheet
  - Coordinated with ESRPP.
- Digital media
  - Online / social
    - Web buttons, digital graphics, educational content
    - Flip Your Fridge Calculator
- Plan to, once again, pursue manufacturer-sponsored contest with regional plug-in opportunities. STAY TUNED!
- **Notification of Participation:** Due 2 weeks prior to launch date (Friday, April 6).



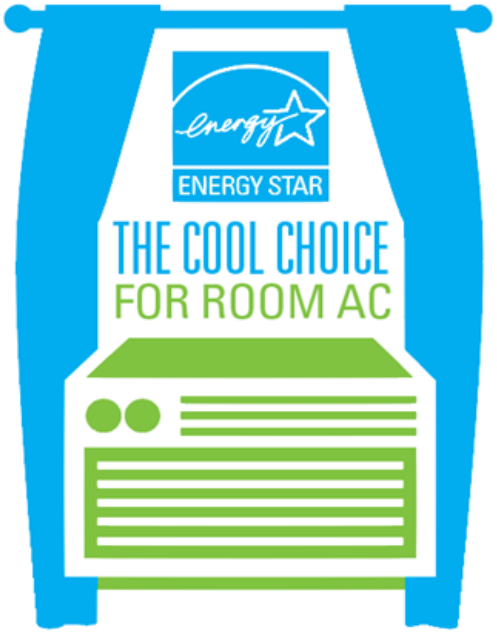
Flip Your Fridge 2018: Promotional Opportunities

- NEW! 2-prong strategy targeting both hard-to-reach as well as ENERGY STAR Most Efficient (ESME) audiences.
  - Develop two 30-second video ads promoting the benefits of flipping your fridge to English and Spanish-speaking audiences for geo-targeted GDN ads in relevant regions.
  - Facebook campaign promoting ENERGY STAR Most Efficient refrigerators targeting green-living consumers through Facebook customer segmentation in regions with ESME refrigerator programs.
  - Feature Best Value finder and ESME Product finder on promotional landing page with geo-customized rebate information.
  - Develop set of supporting materials in Spanish, as well as materials highlighting benefits of ESME.
- Continue to promote among new-home buyers and empty nesters via media partnership with influencer Weylie.

Google Display Network

Room AC 2017: Media Mix

- Paid
  - Google Display Network
    - Geo-targeted Spanish and English Video Ads
    - Markets include: Boston, Chicago, New York (Bronx & Queens)
  - NAPS (North American Press Syndicate)
- Owned
  - Promotional landing tab on room air conditioner product page.
  - Incorporated content in summer Cooling newsletter to consumers.



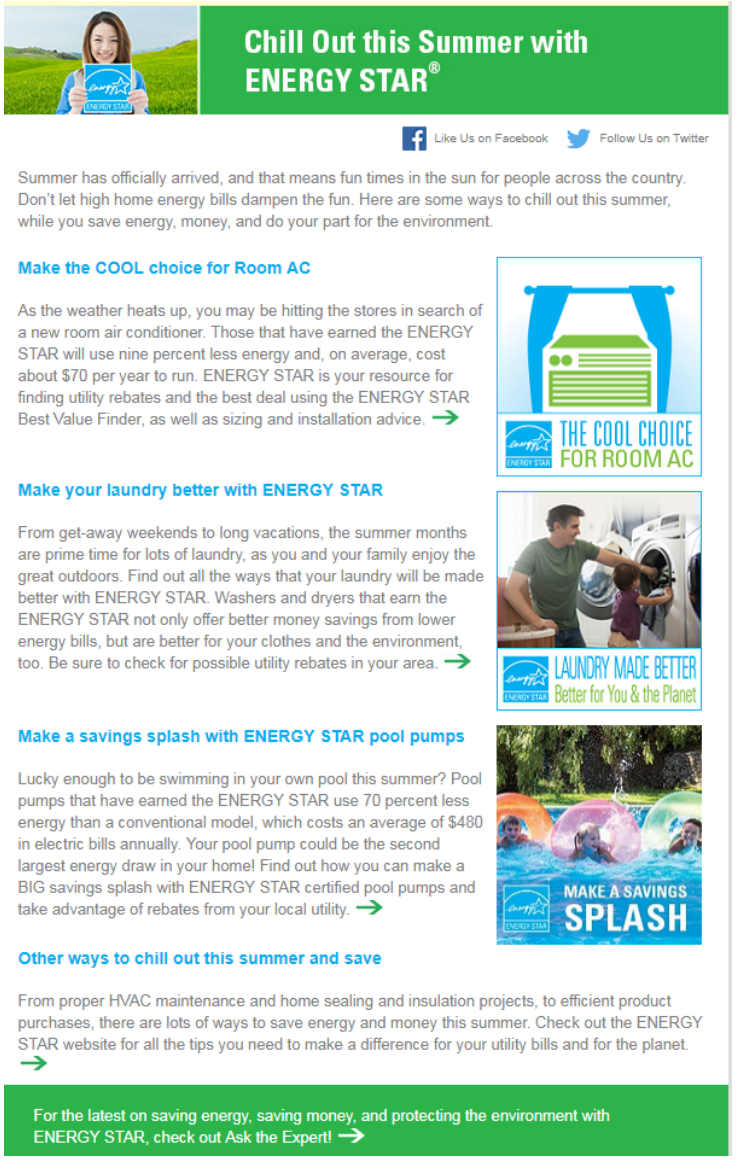
Room AC 2017: Evaluation

- Edited existing content from the Ask the Expert Room Air conditioner video to create two 30-second ads targeting Spanish-speaking and lower-income audiences.
  - Ads were served more than 1.8 million times and generated 42,000 clicks to energystar.gov.
- Geo-targeted New York City, Boston, and Chicago where utility partners were offering rebates and have high room air conditioner sales.
  - The average CTR (click through rate) of 2.31% is above the industry average of 0.5-1%, and the CTR for Spanish ads, is well above that at about 5%!

Video	Impressions	Clicks
GDN Video - English	**1,664,108**	**33,809**
Boston	385,354	6,874
Chicago	548,463	8,273
NY – Bronx & Queens	730,291	18,662
GDN Video – Spanish	**170,921**	**8,560**
Boston	47,161	2,289
Chicago	94,955	4,722
NY – Bronx & Queens	28,805	1,549

Room AC 2017: Evaluation

- NAPS article used to reach smaller community/local newspapers. Work well to help raise awareness with more evergreen product messaging.
  - 2,640 news article placements with estimated readership of 1.8 million
- Cooling newsletter sent on 6/29. Included messaging and links for room air conditioner, laundry, and pool pump promotions.
  - 587,060 emails delivered.



Chill Out this Summer with ENERGY STAR®

Like Us on Facebook Follow Us on Twitter

Summer has officially arrived, and that means fun times in the sun for people across the country. Don't let high home energy bills dampen the fun. Here are some ways to chill out this summer, while you save energy, money, and do your part for the environment.

Make the COOL choice for Room AC

As the weather heats up, you may be hitting the stores in search of a new room air conditioner. Those that have earned the ENERGY STAR will use nine percent less energy and, on average, cost about $70 per year to run. ENERGY STAR is your resource for finding utility rebates and the best deal using the ENERGY STAR Best Value Finder, as well as sizing and installation advice. →

Make your laundry better with ENERGY STAR

From get-away weekends to long vacations, the summer months are prime time for lots of laundry, as you and your family enjoy the great outdoors. Find out all the ways that your laundry will be made better with ENERGY STAR. Washers and dryers that earn the ENERGY STAR not only offer better money savings from lower energy bills, but are better for your clothes and the environment, too. Be sure to check for possible utility rebates in your area. →

Make a savings splash with ENERGY STAR pool pumps

Lucky enough to be swimming in your own pool this summer? Pool pumps that have earned the ENERGY STAR use 70 percent less energy than a conventional model, which costs an average of $480 in electric bills annually. Your pool pump could be the second largest energy draw in your home! Find out how you can make a BIG savings splash with ENERGY STAR certified pool pumps and take advantage of rebates from your local utility. →

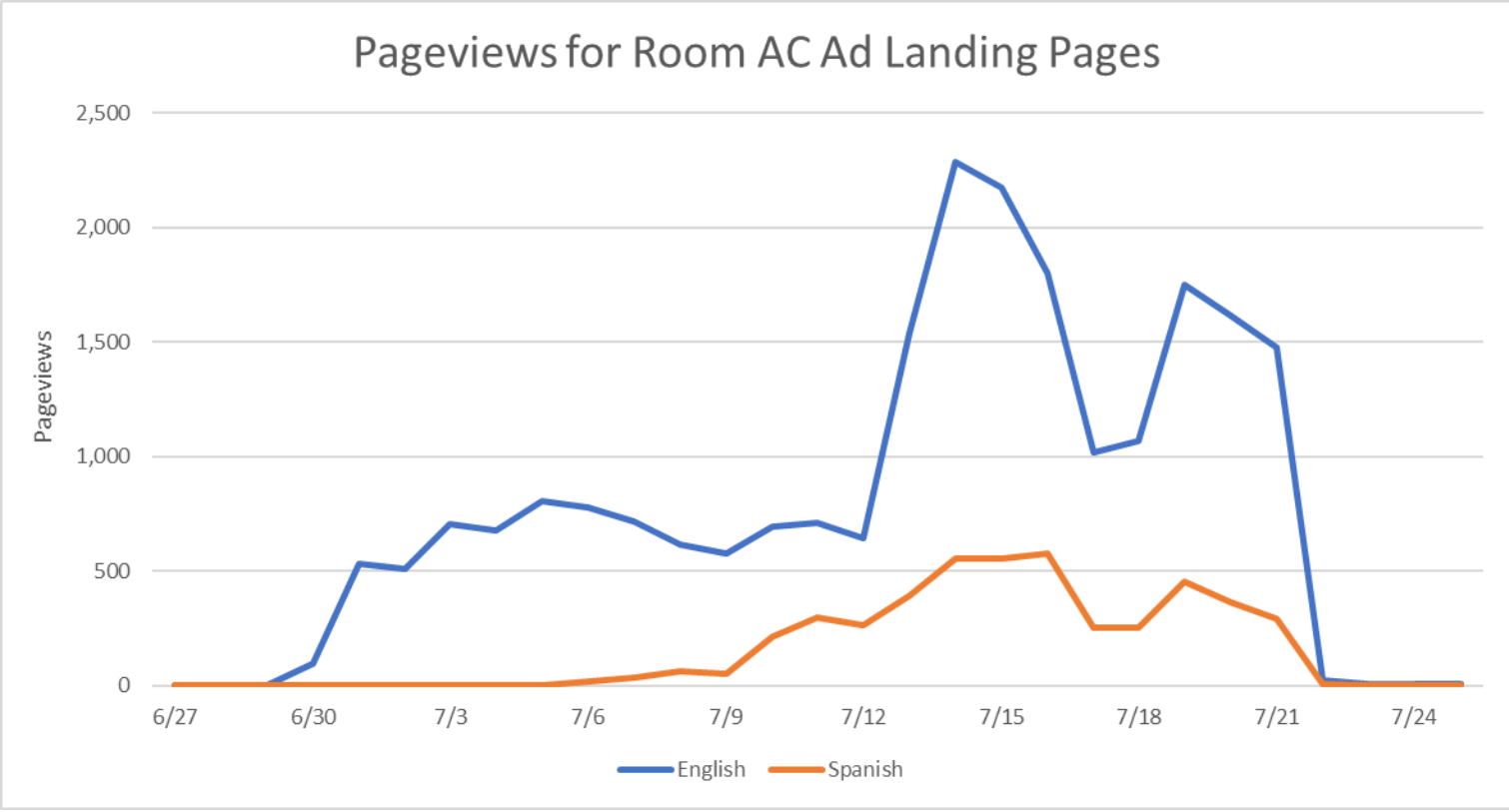
Other ways to chill out this summer and save

From proper HVAC maintenance and home sealing and insulation projects, to efficient product purchases, there are lots of ways to save energy and money this summer. Check out the ENERGY STAR website for all the tips you need to make a difference for your utility bills and for the planet. →

For the latest on saving energy, saving money, and protecting the environment with ENERGY STAR, check out Ask the Expert! →

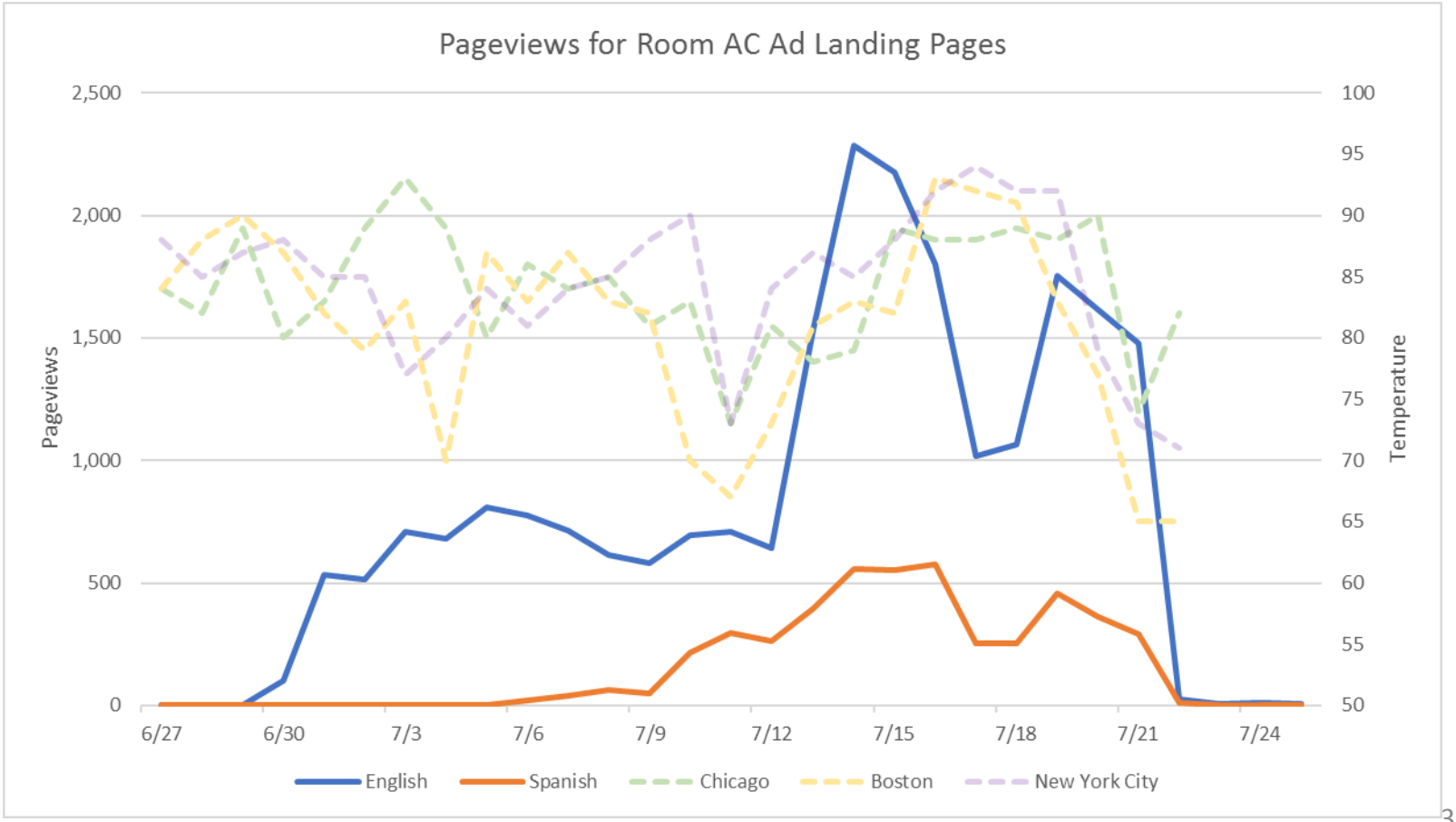
Room AC 2017: Evaluation

- Developed specific landing pages for the English and Spanish ads that featured three utilities in the targeted geographic regions.
- From June 27 – July 25:
  - 22,800 English pageviews and 4,600 Spanish pageviews



Room AC 2017: Evaluation

- English and Spanish web pageviews shown with the average daily temperature in each of the targeted cities.

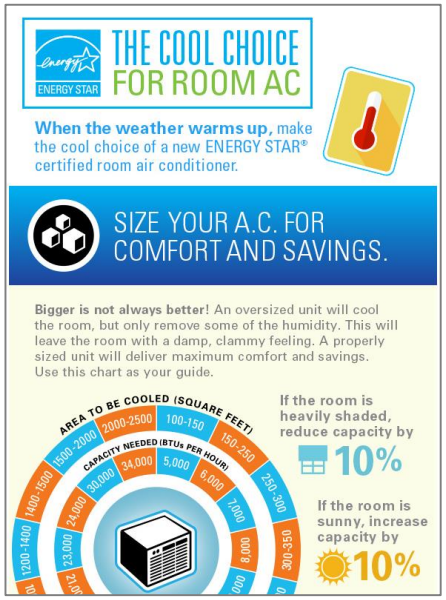


Room AC 2018

- **Tagline / Call-to-Action**
  - The Cool Choice for Room AC
- **Objective**
  - Encourage consumers who need room AC to choose ENERGY STAR certified models for energy-savings and increased comfort.
- **Timing**
  - NEW! Earth Day through June with proactive, geo-targeted, customer segmented pushes during expected heat waves.

Room AC 2018: Promotional Opportunities

- Retail POP building blocks and factsheet
  - Coordinated with ESRPP.
- Digital media
  - Online / Social
    - Web buttons, digital graphics, educational content
    - Ask the Expert video
- All materials available in Spanish.
- **Notification of Participation:** Due 2 weeks prior to launch date (Friday, April 6).



Room AC 2018: Media Mix

- Geo-targeted Google Display Network video ads targeting low-income and Spanish speaking audiences in regions with high RAC sales.
  - Proactively coordinate with relevant utilities.
  - Time placements with heat waves for maximum impact.
- Supplement RAC outreach with general cooling outreach.
  - Brandpoint, NAPS

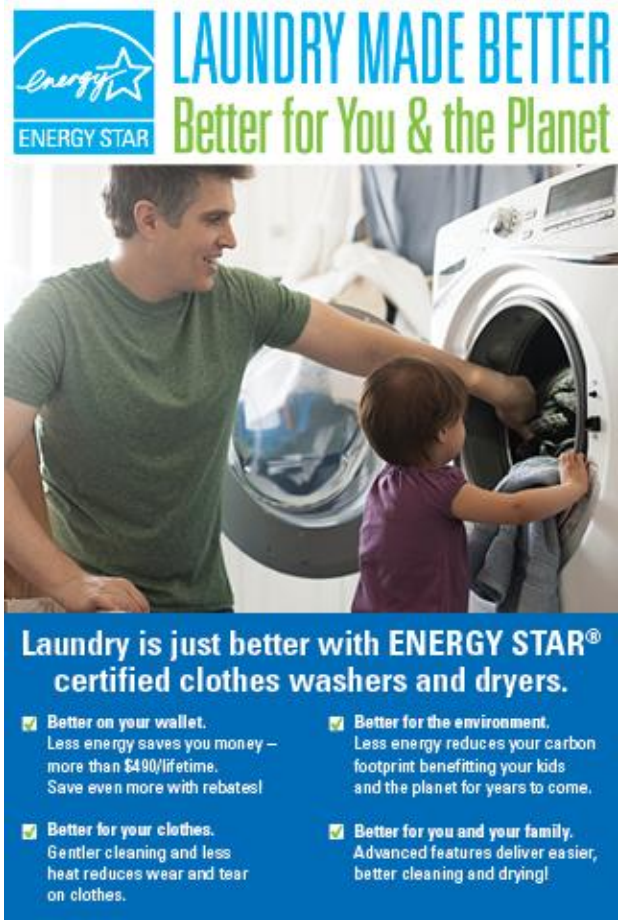
Google Display Network

¡Una opción refrescante para combatir el calor!

When the weather heats up, make the cool choice and save!

Laundry 2017: Media Mix

- Paid
  - Native content on Motherly
  - Native content on Fatherly
- Owned
  - Promotional landing tab on clothes washer and clothes dryer product pages.
  - Incorporated content in summer Cooling newsletter to consumers.
- Partner
  - LG-sponsored laundry giveaway with both Motherly and Fatherly.



Laundry 2017: Evaluation

- Worked with influencer Motherly to emotionally engage Millennial families and educate them about the energy and cost saving benefits of ENERGY STAR broadly, and laundry appliances specifically.
- Campaign content featured Laundry Made Better ads and messaging that included:
  - Launch prior to Father's Day asking for mothers to write an essay explaining why their husband is a #RockSTARDad
  - Article about how families influence their children and teach them to respect the planet, including messaging on the benefits of ENERGY STAR
- More than 1 million total impressions
  - 19,895 unique pageviews of articles
  - Social reach of 214,000 with engagement of more than 31,000

MOTHERLY

#ROCKSTARDAD

Dear Dad: Thank you for teaching us to be good parents

Grace Lozanovski

To my husband: You've made our house a home

Brittani Gardner

When our baby was in the NICU, my husband was our rock

Frances Hall

My dear husband: Thank you for choosing to go above and beyond for us

Jillian Elizondo

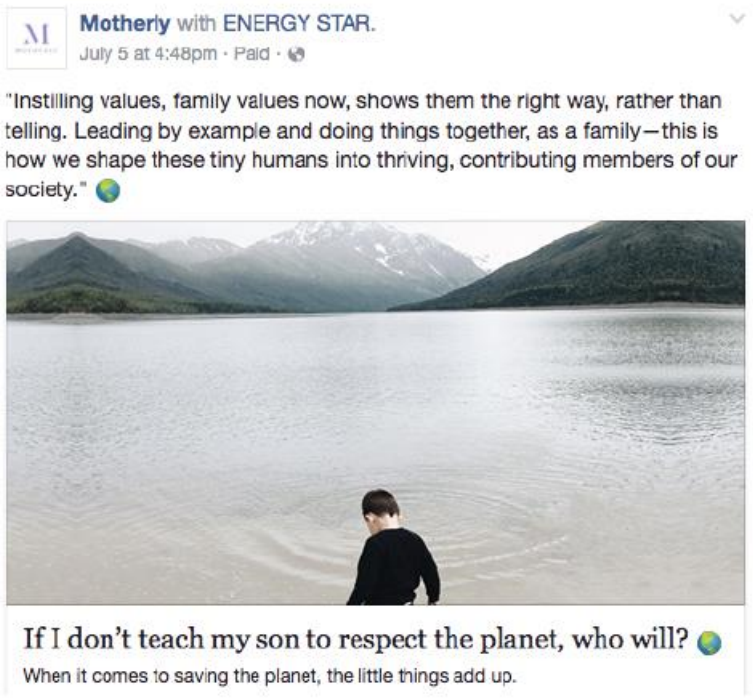
MOTHERLY

You're a #RockSTARDad because...

by Motherly + ENERGY STAR

Parenting is one wild ride. There are ups and downs. There are wins and challenges. Every day is different, and we always need to be on our toes. That's why we're so (so!) grateful we have our children's amazing #RockSTARDads with us every step of the way to share in this crazy-wonderful-fun journey with us. That's why we celebrated this Father's Day by recognizing a few of the awesome husbands with an essay contest—the winner took home an ENERGY STAR **certified LG TWINWash™ 2-in-1 washer system that lets you wash two loads at once and a matching LG dryer!**

Products that earn the ENERGY STAR save energy, save money and help protect the planet—so only the best for your #RockSTARDad! Click below to read the stories.



When it comes to saving energy in our homes *and* protecting the environment, the simple choice is ENERGY STAR. Making smart choices can help all mamas (and dads!) use energy more wisely. With ENERGY STAR, all you have to do is look for the blue label. How simple is that?

Laundry 2017: Evaluation

- Worked with influencer Fatherly to leverage their strong following among millennial parents with content featuring fathers doing laundry and benefits of ENERGY STAR.
- Total impressions = 3,111,832

Fatherly

Rich Media Banners

Drove to ENERGY STAR landing page via 300 x 250 and 320 x 50 banners

Full Article Sponsorship

Drove to ENERGY STAR landing page through a hyperlinked logo and partner mentions. Italicized copy at the beginning and end of the article identified Energy Star as our partner.

Premium Native Content Promotion

Promoted expert article via Fatherly's premium ROS native units in our homepage's "From Our Partners" section and across all articles on Fatherly.com in our in-stream promotional unit

Laundry 2018

- **Tagline / Call-to-Action**
  - Laundry Made Better
- **Objective**
  - Leverage the partner interest and consumer traction inherent for the laundry category – particularly now that EPA has a dryer specification – to reap the energy-saving benefits associated with ENERGY STAR.
  - Promote a value proposition for ENERGY STAR laundry that will resonate with an important, large and growing consumer segment: Dads who do laundry and, of course, the Moms who love the idea of Dads doing laundry!
    - Integrate ENERGY STAR Most Efficient laundry including heat-pump dryers.
- **Timing**
  - June through 4th of July weekend to coincide with Father's Day 2018 (Sunday, June 17th) and 4th of July weekend appliance promotions.

Laundry 2018: Promotional Opportunities

- Retail POP building blocks and factsheet.
  - Alternative imagery available, if necessary.
- NEW! Shareable digital assets for partners to leverage.
  - Promotional video on the benefits of ENERGY STAR laundry for families.
  - Educational video on the benefits of ENERGY STAR Most Efficient heat-pump dryers.
- Working with partners to garner support for a second annual Super**STAR** Dad Contest timed with Father's Day. STAY TUNED!
- **Notification of Participation:** Due 2 weeks prior to launch date (Friday, May 12).

Laundry 2018: Media Mix

- Exploring media partnership with influencer vlogger to extend reach.
  - Examples include The Action Movie Kid (877k), Reality Changers (632k), La Guardia Cross (174k).
- Paid online advertising leveraging video assets.
  - Google Display Networks
  - YouTube
- NAPS educational article on heat-pump dryers.
- Coordinated ESME heat-pump dryer outreach with partners that have downstream programs.

Google Display Network

YouTube

Thank You!

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