



ENERGY STAR® Certified Room Air Cleaners, Dehumidifiers, and Room AC



Dear ENERGY STAR Partners,

We are pleased to bring you our plans for the 2023 ENERGY STAR Small Appliance Promotion. You can find links to the marketing toolkits for all three small appliances near the top of the [marketing materials page](#). Over the past years, consumer demand for small appliances, specifically air cleaners, dehumidifiers, and room air conditioners, has increased with growing interest in indoor air quality and home comfort, as families spent more time at home. Energy efficient, ENERGY STAR certified options for these products—which are often on for long periods of time—provide optimal energy savings while delivering the same performance.

Small appliances are particularly popular retail products, especially through online e-tailer and utility marketplace sales. Featuring the ENERGY STAR certification and educating consumers about the value of choosing ENERGY STAR will bolster your sales.

Our plans to promote small appliances will follow successful efforts in the past with room air conditioners, leveraging product seasonality and geo-targeting to markets where there are active programs offering incentives.

Past Room AC promotions have resulted in millions of impressions through engaging videos and social media, including materials in Spanish and education around proper sizing for optimal cooling and energy efficiency.

This year, we are planning a social media campaign (Facebook, Instagram) starting with dehumidifiers in early spring, followed by room air cleaners and rounding the promotion out with room air conditioners in early May—all geo-targeted where there is high demand and

ENERGY STAR® Certified Room Air Conditioners

When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:

- Use about 10 percent less energy, and cost less than \$70 per year to run, on average.
- That feature smart functionality offer greater control over comfort and energy savings—turn off the unit remotely, schedule temperature settings, and receive updates on energy usage.
- Come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.
- Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than \$350 million annually, preventing greenhouse gas emissions equivalent to over 570,000 vehicles.

Size Your A.C. for Comfort and Savings

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room is a kitchen, increase capacity by 4000 BTUs.

Proper A.C. Installation and Use is the Key to Cool

An improperly installed room air conditioner leaks as much air as a 6-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

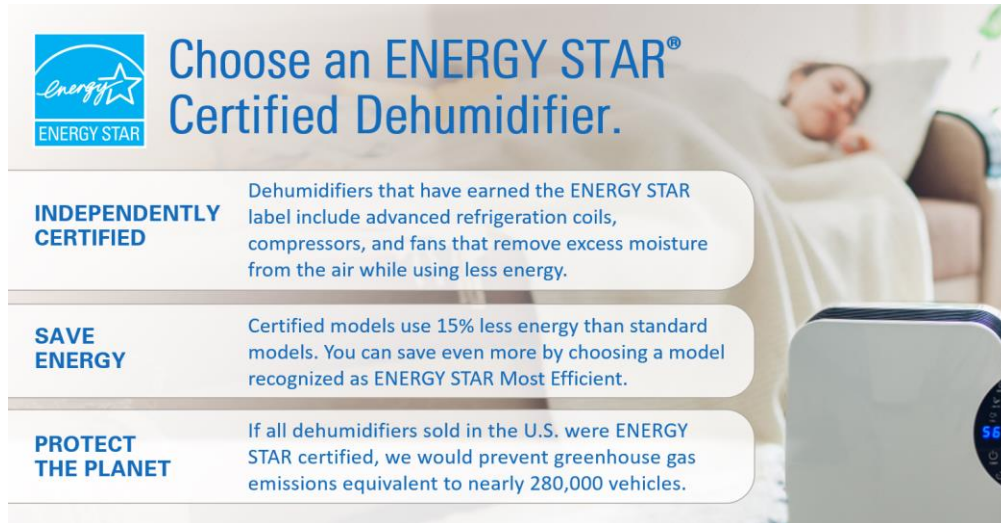
- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- Set the thermostat as high as is comfortable, typically 78° F. You'll appreciate the savings.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.

Learn more about the Cool Choice for Room A.C. at energystar.gov/roomac.

ENERGY STAR Certified Room AC Factsheet

available incentives to inspire consumers to choose ENERGY STAR.

We encourage partners to join us on social during these timeframes leveraging our [Small Appliance Marketing Toolkit](#), as desired, which includes our social media campaign materials along with other creative assets. If you include @ENERGYSTAR, and we will find your posts and amplify them.



The graphic features the ENERGY STAR logo in the top left corner. The main heading reads "Choose an ENERGY STAR® Certified Dehumidifier." Below this, three key benefits are listed in white boxes with blue text:

- INDEPENDENTLY CERTIFIED**: Dehumidifiers that have earned the ENERGY STAR label include advanced refrigeration coils, compressors, and fans that remove excess moisture from the air while using less energy.
- SAVE ENERGY**: Certified models use 15% less energy than standard models. You can save even more by choosing a model recognized as ENERGY STAR Most Efficient.
- PROTECT THE PLANET**: If all dehumidifiers sold in the U.S. were ENERGY STAR certified, we would prevent greenhouse gas emissions equivalent to nearly 280,000 vehicles.

The background of the graphic shows a baby sleeping in a crib and a dehumidifier unit.

ENERGY STAR Certified Dehumidifier Educational Graphic

Please reach out if you have any questions. We look forward to working with you on yet another successful promotion!

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

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