



- > A decrease in harmful greenhouse gas emissions and their associated environmental impacts.
- > Fossil fuels such as coal, oil or natural gas.
- > Reduced energy consumption places less demand on electricity generation through burning less heat and noise.
- > More comfortable home office spaces are created as Energy Star office equipment produces generate less heat by spending more time in a low power state.
- > The lifespan of home office equipment can be extended as Energy Star labelled products appliances and office equipment by 75% and 50% respectively.
- > Cost savings on electricity bills through reduced energy consumption of home entertainment the following extra benefits:

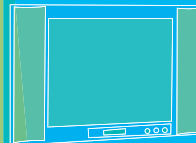
WHAT ARE THE CONSUMER BENEFITS?

- LOOK:** The Energy Star label appears on energy efficient home electronics and office equipment including TVs, VCRs, DVD and audio equipment, PCs, monitors, printers, faxes and photocopiers.
- BUY:** By purchasing ENERGY STAR products, consumers can save money on their electricity bills and help the environment by reducing harmful greenhouse gases.
- SAVE:** Energy Star products save energy by either using less standby power or switching to a power-saving state called sleep mode.

WHAT YOUR CUSTOMERS NEED TO KNOW ABOUT ENERGY STAR

INTRODUCE YOUR CUSTOMERS TO ENERGY STAR SAVINGS

Increase your sales and provide value to your customers, while they enjoy saving money AND the environment with ENERGY STAR.



Money Isn't All You're Saving



HOW DOES IT WORK?

HOME ELECTRONICS:

Standby power is the electricity consumed by appliances when they are switched off or not performing their primary function. This is sometimes called leaking, vampire or phantom electricity. While some standby energy is required for maintaining memory, an internal clock, remote control activation or other features, most standby power is wasted. Energy Star compliant products minimise this waste.

Energy Star compliant home entertainment appliances have their energy-saving features activated during manufacturing and consume approximately 75% less energy when functioning in standby mode. As home entertainment appliances can spend more than 60% of their time on standby, the reduction of energy use over a number of appliances is significant.

OFFICE EQUIPMENT:

Sleep mode is a power-saving state that office equipment can automatically switch to after a certain amount of idle time.

In the case of computers, the monitor will go dark and other components, such as the hard disk and main processor, will reduce the amount of power they are using by approximately two thirds. To wake up, the computer, a user simply presses a key or moves the mouse. If not enabled, ENERGY STAR can be activated on computers by following the step-by-step instructions available on the Energy Star website (www.energystar.gov.au).



FOR FURTHER INFORMATION:

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Money Isn't All You're Saving

SALES ADVANTAGES OF ENERGY EFFICIENCY

Capture the growing 'green' market. Environmental considerations are an increasingly important factor when consumers make purchasing decisions, and as such ENERGY STAR can be used as a competitive selling tool. Research commissioned in 1999 for Energy Efficiency Victoria found:

- > 82% of respondents gather information on appliances before they buy.
- > Of these respondents, 45% looked for information on energy efficiency and running costs (a significantly higher figure than expected by retailers).
- > At 17%, "information on energy labels" ranked above the decisive factors of "Australian made" and "product appearance".

By learning about ENERGY STAR today, retailers can leverage the competitive benefits and reap the commercial rewards immediately.



ENERGY STAR PARTNERS

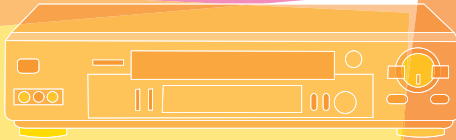
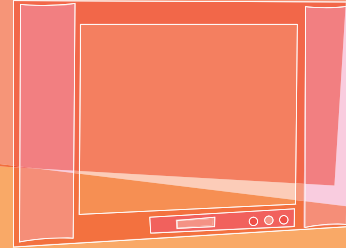
Manufacturers whose products comply with the independently established energy efficiency guidelines feature the ENERGY STAR label on specific products, packaging and/or marketing materials. Manufacturers who have joined the ENERGY STAR Program include:

ACER, Apple Computer, Brother, Canon, Compaq, EPSON, Fuji Xerox, Grundig, Hewlett-Packard, Hitachi, IBM, Ipx ITG, Kyocera Mita, Lexmark, LG, Minolta, NEC, Oki, Panasonic, Philips, Pioneer, RICOH, Samsung, Sharp, Sony, TEAC, Toshiba, Wyse Technology

Retravisation has joined the ENERGY STAR Program as a Retail Partner. Harvey Norman also promotes ENERGY STAR for office equipment.

Intel and **Microsoft** are Supporters of the program through their provision of ENERGY STAR enabling software and hardware.

Castel-Toshiba and **International Dynamics** also have Supporter status as major distributors of ENERGY STAR products.



WHAT CAN YOU DO?

ENERGY STAR compliant products do not cost more than conventional products – in fact, ENERGY STAR products save money over their lifespan because they use energy more efficiently.

Retailers are encouraged to support the purchase and use of ENERGY STAR labelled products by:

- > Duplicating this information and distributing to your home entertainment / office equipment sales teams.
- > Incorporating ENERGY STAR information into sales staff training and internal communications.
- > Promoting the benefits of ENERGY STAR labelled products when assisting consumers with product comparison and selection.
- > Displaying ENERGY STAR point-of-sale promotional material provided by manufacturers (eg shelf talkers, flyers, stickers).
- > Incorporating the ENERGY STAR brand into your consumer-based communications eg website, catalogues and other marketing materials.

WHO'S WHO IN ENERGY STAR

ENERGY STAR is an international standard for energy efficient home entertainment appliances (TVs, VCRs, DVDs and audio products) and office equipment (computers, monitors, printers, faxes and photocopyers). It was created by the US Environmental Protection Agency in 1992 and has been adopted by several countries around the world, including Australia.

In Australia, the National ENERGY STAR Program is a co-operative energy efficiency initiative between Commonwealth, State and Territory agencies, which encourages the purchase of energy efficient equipment for use at home and in business.

Australian Commonwealth, State and Territory governments are committed to establishing even more efficient standby power guidelines, and this is being addressed through the National Appliance and Equipment Energy Efficiency Program (NAEEEP). The Committee (NAEEEC) overseeing the running of the Program is committed to working with stakeholders to achieve a one-watt standby target for individual electrical products by 2012.

The Sustainable Energy Development Authority (SEDA) manages the ENERGY STAR Program on behalf of NAEEEC and the participating government agencies.

