



## Energy Star general

### What is Energy Star?

Energy Star is the independent, internationally recognised mark of energy efficiency.

It is awarded to the around the top 25 per cent most efficient products in a variety of product categories.

Energy Star is designed to help consumers easily identify the most efficient products.

### Why would I want to become an Energy Star partner?

By becoming an Energy Star partner you can use the Energy Star mark to promote your certified products, which means:

- Consumers will be able to easily identify that your product is energy efficient.
- Because of its independence, consumers who purchase an Energy Star qualified product can be assured that they are getting one of the most efficient products on the market.

You are also demonstrating your commitment to helping New Zealand become a more energy efficient nation.

### Who runs Energy Star?

Energy Efficiency and Conservation Authority (EECA) is contracted to run the ENERGY STAR programme in New Zealand on behalf of the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE).

### How do I become an Energy Star partner?

Have a look at <http://www.eeca.govt.nz/suppliers-and-partners/energy-star-partners>. If you'd like more information, or help with the registration process, please email the Energy Star team at [info@energystar.govt.nz](mailto:info@energystar.govt.nz) or ring EECA on 0800 358 676.

### If I become an Energy Star partner and register a product, what is expected of me?

We encourage Energy Star partners to:

- use the Energy Star mark on their product packaging,
- promote their qualifying products in their marketing materials, on websites and in advertising, while adhering to the Energy Star brand guidelines.

### How do I know if my product qualifies for Energy Star?



Specifications are available for each product category on [www.energystar.govt.nz](http://www.energystar.govt.nz), which outlines the qualification criteria required for products to become Energy Star certified. For technical advice please contact [info@energystar.govt.nz](mailto:info@energystar.govt.nz).

### **Is Energy Star compulsory?**

No. Energy Star is a voluntary programme.

### **Are there any costs for becoming an Energy Star partner?**

No. Participation in the Energy Star programme is completely free.

### **What types of products carry the Energy Star mark in New Zealand?**

As of October 2009 there are 12 product categories in which a product can qualify for the Energy Star mark in New Zealand:

- dishwashers
- fridges and freezers
- washing machines
- heat pumps
- audio equipment
- DVD players
- televisions
- set-top boxes
- imaging equipment (copiers, printers, scanners, multi-function devices)
- computers
- monitors/displays
- compact fluorescent lamps (CFLs).

### **How do I know whether a specific product carries the Energy Star mark?**

You can check out [www.energystar.govt.nz](http://www.energystar.govt.nz) for a full list of qualified products.



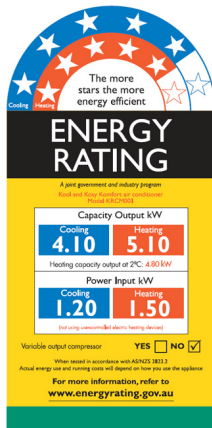
### **What does the Energy Star mark look like?**

This is the Energy Star certification mark, which can be used to promote Energy Star qualified products. There are also promotional marks and partnership marks available for partners to use.

### **Are there restrictions on who can use the Energy Star mark?**



Yes. Only partners that have signed a partnership agreement with EECA can use the Energy Star mark.



### What's the difference between Energy Star and the Energy Rating label?

Energy rating labels provide consumers with information on how much electricity an appliance uses in a year, plus a star rating to show how energy efficient it is.

The two labels work in conjunction with one another, the energy rating label helps the buyer compare similar models, where the Energy Star label identifies the most efficient products in the category.

If you buy an Energy Star labelled product you can be sure that you're getting one of the most efficient products on the market.

### Where can I go for more information on Energy Star?

Check out [www.energystar.govt.nz](http://www.energystar.govt.nz).

## Energy Star and Solar Water Heating

### What are the requirements for a solar water heating system to become Energy Star qualified?

The full requirements are outlined in the specification, which can be downloaded from [www.energystar.govt.nz](http://www.energystar.govt.nz) or [www.solarindustries.org.nz](http://www.solarindustries.org.nz).

### When does the specification come into effect?

As of November 2009, the plan is for the specification to be launched on 1 June 2010. This will be confirmed in correspondence with the industry once the consultation period closes and the draft specification is approved by the US Energy Star programme.

### Why is Energy Star being introduced for solar water heating?

Solar water heating systems have been identified as a product category that due to their increasing popularity, and wide range of levels of efficiency, will benefit from having an easy way for consumers to identify the most efficient products. Energy Star will achieve that.

### What about Mandatory Energy Performance Labeling for solar water heating?



By introducing Energy Star, the manufacturers of the most efficient solar water heating systems are rewarded by being able to use the Energy Star mark to promote their qualified products.

Due to its voluntary nature, Energy Star can be implemented for new product categories a lot quicker than regulatory programmes like Mandatory Energy Performance Labeling (MEPL) or Mandatory Energy Performance Standards (MEPS).

**Does the introduction of Energy Star prevent the introduction of MEPL or MEPS for solar water heating?**

No. In other product categories, such as fridges and heat pumps, MEPS and Energy Star have a complimentary relationship, with MEPS preventing the sale of the most inefficient products while Energy Star rewarding the most efficient.

**So will there be MEPL and MEPS for solar water heating?**

Currently solar water heating systems are being considered along with a range of other products for inclusion in EECA's MEPS and MEPL programmes. As more details become available they will be communicated to industry.

**How did EECA decide on the criteria for the specification?**

The criteria are those already recognised by the industry and EECA as most appropriate for New Zealand conditions and for safe operation.

**If Energy Star is awarded to the top 25 per cent most efficient products, does that mean my system has to have 75 per cent efficiency to qualify?**

No. To qualify for Energy Star a systems displaced energy divided by the annual purchased energy consumption of the reference water heater in New Zealand must be equal or greater than 70 per cent, when calculated using AS/NZS 4234:2008 for Zone 5.

**How did EECA arrive at the 70 per cent efficiency criteria?**

We analysed the systems eligible for the Energywise grant and the specification was designed so that the top 25 per cent of products would be eligible. This was achieved using the 70 per cent efficiency criteria.

If the industry was very efficient it could have been 90 per cent efficiency, or conversely 50 per cent if it was more inefficient.

**How will EECA ensure that a system actually meets the specification?**



Manufacturers will need to comply with section 4 of the specification 'Test Criteria' which outlines the testing and evidentiary requirements to gain Energy Star certification.

While Energy Star is a programme that relies on manufacturers to self test their products and supply evidence to support their product registrations, we do undertake a check test programme to ensure that self tested data is accurate.

**Will Energy Star qualification affect eligibility for the Energywise solar water heating grants?**

EECA uses Energy Star qualification as a criteria for eligibility for grants and funding programmes in other product categories. For example with Warm Up New Zealand: Heat Smart a heat pump must be Energy Star qualified to be eligible for the \$500 clean heat grant.

If grants for solar water heating are continued beyond the 2009/10 financial year, EECA will consider linking the value of grants to the performance of systems, as has previously been requested by the Solar Industries Association. Energy Star would be the logical method of making that link.