

Overview of ENERGY STAR®



What is ENERGY STAR®?

ENERGY STAR¹ is a voluntary program created by the U.S. Environmental Protection Agency (EPA) in 1992. It helps consumers make informed buying decisions by providing information about products' energy efficiency. ENERGY STAR products use less energy and reduce greenhouse gas emissions by meeting strict guidelines set by the EPA and the Department of Energy.

ENERGY STAR is the most recognized energy eco-label worldwide. Today, approximately 20,000 organizations from many sectors take part in the program. The EPA estimates that ENERGY STAR home office products prevent more than 1.5 billion pounds of greenhouse gas emissions annually (equivalent to 158,000 cars!).

ENERGY STAR registered products represent the top 20% most efficient products in their respective categories.

What HP hardware products are ENERGY STAR® certified?

HP ENERGY STAR qualified products save money by reducing energy costs and help protect the environment without sacrificing features or performance. In 2018, ten HP displays were featured in the ENERGY STAR Most Efficient list.

For a comprehensive list of HP products that are ENERGY STAR qualified, see hp.com/us/en/hp-information/environment/ecolabels.html. To search for specific ENERGY STAR certified products by category, use the Product Finder available here: energystar.gov/products/office_equipment

How does it support/help close sales?²

The ENERGY STAR eco-label provides a variety of sales motivators, including product differentiation, social value and increased product integrity. HP ENERGY STAR certified products feature advanced technologies that don't require customers to compromise on features or functionality. ENERGY STAR can support sales by:

- Helping customers meet their environmental goals and commitments to reducing greenhouse gas emissions
- Appealing to new and existing audiences (early adopters and environmentally conscious shoppers)
- Highlighting cutting edge technologies that save energy and money
- Building customer loyalty (making customers feel good about their purchases)



¹ ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.



Comprehensive training for Sales Reps can be found here: energystar.gov/index.cfm?c=pt_univ.pt_univ_oe

How do products qualify for ENERGY STAR®?

Products can earn the ENERGY STAR label by meeting the energy efficiency requirements set forth in [ENERGY STAR product specifications](#). EPA establishes these specifications based on the following set of key guiding principles:²

- Product categories must contribute significant energy savings nationwide.
- Certified products must deliver the features and performance demanded by consumers, in addition to increased energy efficiency.
- If the certified product costs more than a conventional, less-efficient counterpart, purchasers will recover their investment in increased energy efficiency through utility bill savings, within a reasonable period of time.
- Energy efficiency can be achieved through broadly available, non-proprietary technologies offered by more than one manufacturer.
- Product energy consumption and performance can be measured and verified with testing.
- Labeling would effectively differentiate products and be visible for purchasers.

Are there country-specific requirements for ENERGY STAR® certification?⁴

In addition to the US program, EPA has entered into agreements with the governments of Canada, Japan, Switzerland and Taiwan to promote specific ENERGY STAR qualified products in their markets.

These partnerships are intended to unify voluntary energy-efficiency labeling programs in major global markets and make it easier for partners to participate by providing a single set of energy-efficiency qualifications, instead of a patchwork of varying country-specific requirements. Organizations that partner with international Partners to sell ENERGY STAR qualified products in other countries are held to the same technical or eligibility requirements as the U.S. program.

EPA recognizes the cost to manufacturers and partners to participate in voluntary programs and comply with mandatory efficiency requirements, and with governments to monitor these programs and maintain a positive consumer experience with energy efficient products. Therefore, EPA is interested in working with countries, including those that have not signed an ENERGY STAR partnership agreement, to harmonize product energy efficiency metrics and applicable test methods. EPA believes that a program should be tailored to its own market and efficiency levels should be set on a country-by-country basis, due to varying market and technology factors across countries.

Visit energystar.gov/index.cfm?c=partners.intl_implementation to learn about international partnership.

² Source: energystar.gov/index.cfm?c=pt_univ.pt_univ_oe

³ Source: energystar.gov/products/how-product-earns-energy-star-label

⁴ Source: energystar.gov/index.cfm?c=partners.intl_implementation

