



FACT SHEET

Consumer Electronics Program & Products with 'SAVE MORE' labeling

About 'SAVE MORE': The super energy-efficient televisions carrying the SAVE MORE signage offer consumers the opportunity to save money, reduce energy costs and protect the environment. Select TVs carrying the SAVE MORE signage meet and exceed the stringent [ENERGY STAR®](#) specifications (*ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping consumers save money and protect the environment through energy-efficient products and practices*). Super energy-efficient TVs can be identified in stores by green SAVE MORE labels, which are marked with the ENERGY STAR and local utility logos.

Television Performance: Advanced screen and power technology found in the newest TVs on the market is not only super energy-efficient, but in many cases can improve the television performance and picture quality.

Forecasted Energy Trends: According to the International Energy Agency, consumer electronics represent 15 percent of worldwide home power demand – a percentage expected to triple over the next 20 years.

In the Northwest, there are now more televisions per home than people. This, combined with the fact that technology is available to reduce their electricity consumption by 30 to 50%, make efficiency improvements in televisions among the largest single sources of conservation potential in the region.

Consumer Purchasing Habits: A 2008 Consumer Electronics Association survey found that 89 percent of households wanted their next television to be more energy-efficient.

About the Collaborators: In partnership with supporting retailers and utilities throughout the region, the Northwest Energy Efficiency Alliance (NEEA) brings the energy-efficiency program to regional consumers. The program is the result of a multi-state, multi-partner collaboration initially launched by California-based utilities, Pacific Gas and Electric Company (PG&E) and Sacramento Municipal Utility District, which have collaborated with NEEA to support the Northwest launch.

Participating Retailers: Shoppers should look for their local utility and ENERGY STAR® logos on products at major retailers including: Wal-Mart, Best Buy, Costco, Sears, Sam's Club and Kmart. Independent community retailers will also soon begin to participate in the energy-efficient electronics program, so customers should inquire about the availability of these TVs.

About NEEA: The Northwest Energy Efficiency Alliance (NEEA) is a private non-profit organization funded by Northwest utilities, the Energy Trust of Oregon and the Bonneville Power Administration. NEEA works in collaboration with its stakeholders and strategic market partners to accelerate the sustained market adoption of energy-efficient products, technologies and practices. NEEA's market transformation efforts address energy efficiency in homes, businesses and industry.

Qualifying Products: The Consortium for Energy Efficiency website lists televisions that are at least 30% more efficient than ENERGY STAR as Tier 3 and 4. <http://www.cee1.org/files/TVQualifyingProductList.pdf>

Online Resources:

[Northwest Energy Efficiency Alliance](http://www.nwalliance.org) (www.nwalliance.org)

[SAVE MORE Program](http://www.energyefficientelectronics.org) (www.energyefficientelectronics.org)

[Consortium for Energy Efficiency](http://www.cee1.org/files/TVQualifyingProductList.pdf) (www.cee1.org/files/TVQualifyingProductList.pdf)