



## NEWS RELEASE

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**CONTACT:**

Holly Cowan | (646) 543-4772

[holly@prcollaborative.com](mailto:holly@prcollaborative.com)

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### **New Consumer Guide Launches in US to Help Consumers Save by Making Smart Choices on Appliances, Electronics, and Vehicles**

#### **Choosing the Most Energy-Efficient Products Reduces Energy Cost and Consumption by 67%**

WASHINGTON – Today TopTen USA, a new non-profit organization, announced the launch of its free, web-based rankings of the 10 most energy-efficient products in a wide range of categories: **refrigerators, freezers, televisions, computers, vehicles, dishwashers, clothes washers, and monitors.**

On **TopTenUSA.org**, visitors will find lists of the 10 best choices for each product category, along with pricing, specifications, local and online retail options, and personalized rebate information.

“We want to make it easy for consumers to find, choose, and buy the most efficient products on the market,” said Norman L. Dean, President of TopTen USA. “We’re spurring an upward spiral toward efficiency—the more consumers demand it, the more emphasis manufacturers will place on efficiency. Rather than copying technology to meet a standard, manufacturers will be innovating to be the best.”

In offering an unbiased, independent ranking of the 10 most energy-efficient products in a wide range of categories, TopTen USA brings a valuable new addition to the information supplied by the Environmental Protection Agency’s Energy Star program, whose familiar blue labels on products that clear the program’s baselines have long been consumers’ primary clue to energy savings.

“TopTen does not set baselines,” says Dean. “Instead, we serve as a real-time market monitor, providing simple, clear, up-to-date lists of the very best. American consumers can achieve very real cost and energy savings by going beyond the baseline and purchasing the *most* efficient products.”

A consumer using older models of these products—those near the end of their common lifespans of 6-12 years—uses 3,666 kWh per year to run them. At the national average for electricity costs, that consumer spends about \$440 per year for the privilege, and closer to \$650 in states with high energy costs, such as Connecticut, New York, California, and Maryland. If that consumer replaced each of those products with baseline Energy Star products, they would reduce those expenditures by about 37%. However, if they instead replaced their old, inefficient products with comparable TopTen models, **they would save 67% of that money and energy.** Likewise, by trading in an average U.S. passenger car for one on the TopTen list, **consumers would save about 130 gallons of gasoline—8-10 trips to the pump—per year.** And in many cases, the products on TopTen USA’s lists cost no more than less-efficient models. While the large appliances that offer the most savings require some upfront investment, most of the high-efficiency electronics are priced right around the median cost-level for their categories.

For the country as a whole, energy-efficient products offer one of the quickest and easiest routes to significant greenhouse gas reductions. Even a modest consumer shift—10 percent of current sales—to the most energy efficient products could have a considerable impact on climate change, eliminating the release of nearly 3.5 million tons of carbon-equivalent gases each year. **If all products used in the US were TopTen ranked, the country would save over 596 billion pounds of CO<sub>2</sub> and more than \$46 billion dollars in energy costs over those products’ lifetimes.**

Part of an international alliance of TopTen organizations now in 16 countries including most of Europe and China, TopTen USA has begun to form alliances with utilities that are looking to meet internal or regulatory demand-side management goals.

“Both Pacific Gas and Electric Company and our customers recognize the value of having clear and timely information about the most energy-efficient products on the market,” said Duane Larson, director of mass market energy solutions and service at PG&E. “TopTen USA provides our customers with greater access to this information, so that they can save energy and money.”

TopTen USA has also received endorsement and promotion from some of the nation's largest environmental organizations, including World Wildlife Fund and the Natural Resources Defense Council.

"Using energy more wisely is fundamental to cutting carbon and other pollution that threatens people, species and ecosystems around the world. TopTen empowers consumers to make smart energy choices that save money, save energy and help protect our planet," said Lou Leonard, Managing Director of the Climate Change Program at WWF.

According to Noah Horowitz, Senior Scientist for NRDC, "Top Ten USA provides consumers with a simple, bulletproof way to find the most truly efficient household products. We are delighted by its arrival in the US and expect it to be a great success."

For more information on TopTen USA or to speak with Mr. Dean, please contact Holly Cowan at (646) 543-4772 or [holly@prcollaborative.com](mailto:holly@prcollaborative.com).

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Energy saving products. Because efficiency counts.

## TopTen USA at a Glance

### THE BASICS

- Energy efficiency is the quickest, least lifestyle-changing route to lower greenhouse gas emissions. It is a critical part of the overall solution to climate change.
- If consumers chose only the most efficient appliances and electronics to replace products at the end of their typical useful lives, they would collectively save some 600 billion pounds of greenhouse gas emissions and \$46 billion in electricity costs over the lifetimes of those products. That would be like taking all 5+ million passenger vehicles in the state of Illinois off the road for about 10 years.
- On average, the best products on a TopTen list use about half the energy of a comparable product that just clears the “Energy-Star-qualified” baseline.

### WHO WE ARE

- A nonprofit organization dedicated to identifying and publicizing the most energy efficient products on the market.
- A resource for consumers, who can find all the information they need—from product rankings to prices to rebate information—on our website.
- A tool for utilities that need to reach internal or regulatory demand-side management goals.
- A partner for NGOs whose members wish to limit excessive energy use and its negative impact on the world around us.
- A barometer for manufacturers and retailers, who can see how their products stack up to their competitors’.
- Part of an international alliance of TopTen organizations, each working toward the same mission in their respective countries.

### WHAT WE DO

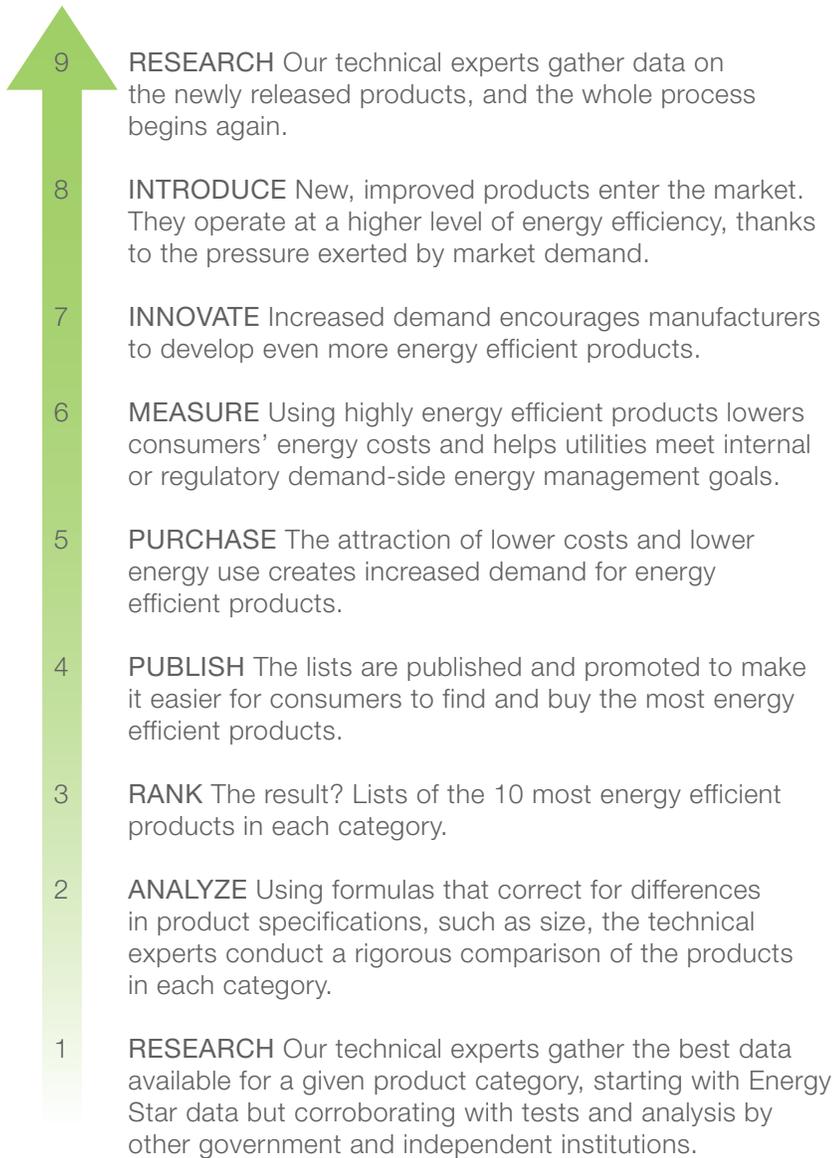
- Identify and rank the top ten—and only ten—most energy-efficient products in a wide range of categories, from refrigerators to laptops.
- Rely on the best data available for each product category, including Energy Star numbers and tests and analysis conducted by other government and independent institutions.
- Set criteria and determine rankings independent of any manufacturer, industry, or government direction.
- Present our research in a useful, easily understood format to help consumers cut through the clutter of product choices.

### WHY WE DO IT

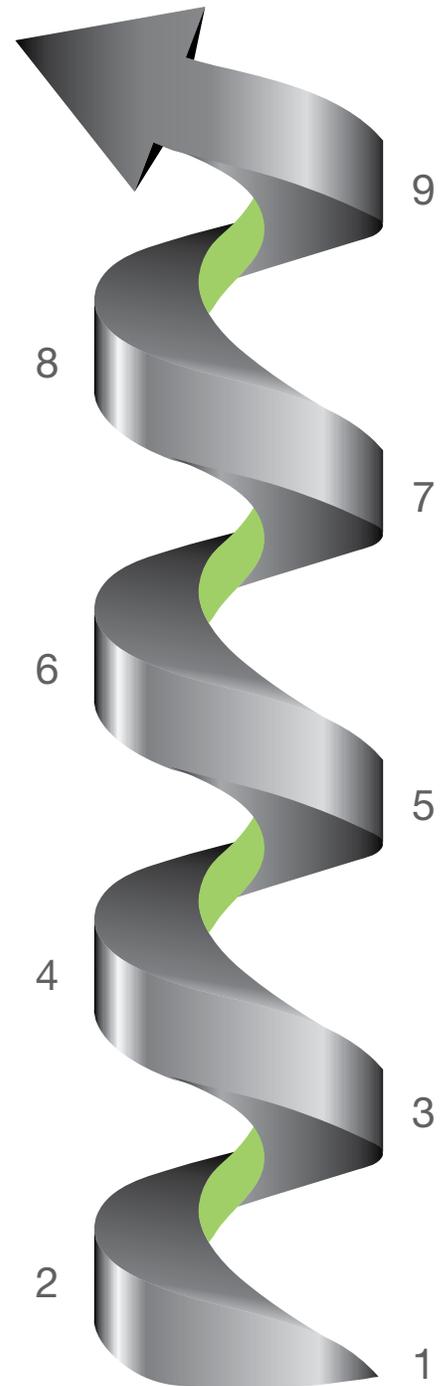
- To help consumers save the climate and lower their bills by making energy efficiency a key factor in their purchasing decisions.
- To encourage manufacturer innovation by growing demand for increasingly energy-efficient products.
- To recognize leaders in the race for energy efficiency.
- To ease stress on the power grid, helping to prevent shortages and blackouts.
- For the massive global impact of energy conservation, which affects issues as diverse as climate change, environmental pollution, national security, and your electricity bill.

To learn more, please visit us at [www.toptenusa.org](http://www.toptenusa.org).

## How It Works



It's a vortex of energy efficiency. With each cycle, the products get more and more efficient, and the bar is raised higher and higher for entry onto TopTen USA's lists.





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## The Energy Efficiency Continuum



Inefficient



More Efficient



MOST Efficient

*Energy Efficiency*

Swapping out your old products for **baseline Energy Star** products reduces your cost and energy expenditure by about **37%**.

Swapping out those same old products for those **leading TopTen USA's** lists reduces your cost and energy expenditure by **67%**.

**Which neighborhood do YOU want to live in?**

To learn more, please visit us at [www.toptenusa.org](http://www.toptenusa.org).



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## What is Topten International Group?

Topten International Group is an international association that develops a common understanding of issues related to energy efficiency and helps to launch new initiatives promoting efficient products. Topten International Group helps independent Topten partners to operate in their own countries.

Topten was founded by the Swiss Agency for Energy Efficiency and World Wildlife Fund, and launched in 2000 in Switzerland. Since then, 15 other European Topten sites have been established thanks to the European IEE project, Euro-Topten (Intelligent Energy Europe). Now based in Paris, Topten works as an open platform: new countries can join any time. Topten in Europe is financially supported by the European Union, national co-funders and the European Climate Foundation. More information can be found at [www.topten.info](http://www.topten.info).

### The mission of Topten is to:

- provide independent and up-to-date information on the best energy efficient products currently available on the market on an internet-based platform.
- share information with consumers, manufacturers, retailers, large buyers, and policy makers to help them make smart choices when buying new products.
- offer a neutral, transparent selection and evaluation of products based on impartial testing and analysis.
- make available quick, easy to use, and continuously updated information about the best appliances in various categories of products.

### Contact:

Topten International Group  
45 rue Bichat  
75010 Paris  
France  
[sophie.attali@topten.info](mailto:sophie.attali@topten.info)  
[www.topten.info](http://www.topten.info)