



ENERGY STAR® Dealer & Distributor Toolkit

The simple choice for energy efficiency.



Selling ENERGY STAR CFS Equipment

Step 1: Identify the ENERGY STAR Products Available

There are nine ENERGY STAR certified CFS product categories. Click on the product categories below to view the ENERGY STAR sell sheet. The sell sheets contain facts on the specification and the energy / water savings associated with each product, allowing you to promote ENERGY STAR equipment.

ENERGY STAR Commercial Product Sell Sheets

- Refrigerators & Freezers
- Dishwashers
- Steam Cookers
- Fryers
- Coffee Brewers
- Ovens
- Ice Makers
- Griddles
- Hot Food Holding Cabinets

The ENERGY STAR Product Finder will help you develop a list of certified products for your customers' specific needs. Follow these steps to determine what ENERGY STAR products are available within each product category:

How to Use the ENERGY STAR Product Finder:

1. Visit the [ENERGY STAR Product Finder](#)
2. Select either Commercial Food Service Equipment or one of the nine CFS product categories.
3. Review the results and if needed, filter your results further by "Type," "Brand Name," or other key product features. **Optional: Compare up to 4 different products.**
4. Make informed recommendations about ENERGY STAR certified products to your customer.

DID YOU KNOW

The **ENERGY STAR Product Finder** is a searchable online database of ENERGY STAR certified products. The Product Finder is updated daily.

Step 2: Determine the Customer's Return on Investment (ROI)

Provide your customer with an estimated operating cost and the potential energy and water savings achievable with ENERGY STAR certified equipment.

1. Visit the [ENERGY STAR CFS Equipment Calculator](#).
2. On the first tab titled, "INPUTS," enter where the equipment will be used (select the U.S. average or a specific state).
3. Then, enter the quantity of kitchen equipment that your customer is planning to purchase (all nine ENERGY STAR product categories are included). **Optional: Fill in the product information (i.e. racks washed per day, fuel type, operating days per year, etc.) or use the default data included in the Calculator.**

4. Click the link at the bottom of the tab and you will be taken to the "RESULTS SUMMARY TAB."
5. Review the results and provide your customer with the benefits of purchasing ENERGY STAR equipment: annual savings, lifecycle cost, return on investment, and quality.

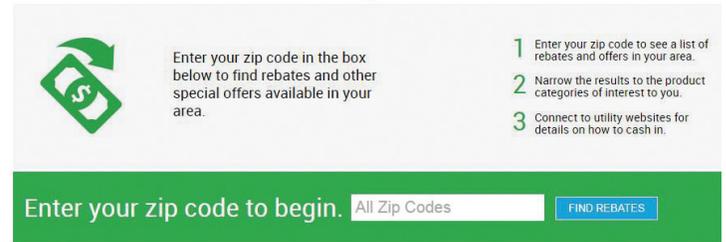
Step 3: Identify Additional Cost Savings for the Customer via Rebates

Customers can save an additional \$25–\$1,600 with utility rebates.

To find out what rebates are offered in your customer’s region, follow these steps:

1. Visit the [ENERGY STAR Rebate Finder](#)
2. Enter your customer’s zip code into the box to find rebates specific to their region or leave it empty to see all rebates offered. **Note:** *ENERGY STAR recommends you search for rebates by the final installation location of the equipment, rather than the purchase location, if they are different.*
3. On the next webpage, filter the incentive offerings by selecting a product category on the left-hand side. If you entered in a zip code, the only product categories that will be displayed on the left-hand side are those that have utility incentives in the specified area.
4. Once selected, you will see a list of the incentives offered for the specified product category. You can visit the utilities’ websites to learn more.
5. In addition to sharing the annual and lifetime energy and cost savings that your customer will receive by investing in ENERGY STAR equipment, providing them with a personalized rebate offer might seal the deal!

Find Product Rebates & Other Special Offers



Enter your zip code in the box below to find rebates and other special offers available in your area.

- 1 Enter your zip code to see a list of rebates and offers in your area.
- 2 Narrow the results to the product categories of interest to you.
- 3 Connect to utility websites for details on how to cash in.

Enter your zip code to begin. [FIND REBATES](#)

INDUSTRY TIP

Questions on rebates or how to apply? Contact your utility for more information. You can also visit [ENERGY STAR’s DIME Tool](#) to locate utility contact information.

Step 4: Looking for More Information on Each Product?

Click on the ENERGY STAR product categories below to visit the product category-specific webpage.

ENERGY STAR Commercial Products

- [Refrigerators & Freezers](#)
- [Dishwashers](#)
- [Steam Cookers](#)
- [Fryers](#)
- [Coffee Brewers](#)
- [Ovens](#)
- [Ice Makers](#)
- [Griddles](#)
- [Hot Food Holding Cabinets](#)

Step 5: Package the ENERGY STAR CFS Product(s) Quote, Savings, and Incentive Information

Compile the ENERGY STAR information gathered from the above steps. Deliver the ENERGY STAR package and share it with your customer.