



## CONSORTIUM FOR ENERGY EFFICIENCY, INC.

Expanding Markets for Super-Efficient Technologies<sup>sm</sup>

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FOR IMMEDIATE RELEASE

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## Drought relief: Resource-efficient clothes washers can help

High-efficiency models use 44 percent less water; billions of gallons can be saved

With nearly one-third of the U.S. facing serious drought conditions, water conservation provides a logical and effective solution. Unseasonably warm winter temperatures and low precipitation levels have contributed to this nationwide problem. **The Northeast**, one of the hardest hit areas, experienced the **second driest September-February in 107 years**.

### ONE CLOTHES WASHER CAN SAVE 7,000 GALLONS PER YEAR

Resource-efficient clothes washers – readily available to consumers, building owners and laundromats through major manufacturers – can help solve this potential crisis by dramatically reducing water consumption. **A typical resource-efficient residential clothes washer saves about 18 gallons of water per load**; this amounts to yearly savings of approximately 7,000 gallons (see enclosure).

In 2001, more than 6.5 million residential clothes washers were sold in the United States. Of that total, about 12 percent were resource-efficient models. The remaining 5.7 million standard-efficiency washers represented the potential – had they been resource efficient – to save **40 billion gallons of water**.

### WHAT ARE RESOURCE-EFFICIENT CLOTHES WASHERS?

These models utilize technological advances to save both water and energy. Most resource-efficient clothes washers use a front-loading (or horizontal-axis) design that requires less water per load. Other efficient models use computerized or mechanical innovations to save water.

The Consortium for Energy Efficiency (CEE) has been running a **Residential Clothes Washer Initiative** since 1993 and a **Commercial Clothes Washer Initiative** since 1998. CEE defines efficiency with a set of water and energy specifications. Washers that meet or exceed these specifications are included on a list that is distributed nationally through CEE's Web site ([www.cee1.org](http://www.cee1.org)). More than 200 utilities and energy organizations are currently using this list to promote resource-efficient clothes washers in their areas.

### OTHER IMPORTANT BENEFITS

About 80 percent of clothes washer energy consumption is used to heat the water. Because resource-efficient models use approximately **44 percent less water**, they require about 50 percent less energy (electric or gas) to heat the water. This reduced water consumption also decreases the energy required for wastewater treatment. In addition, the higher spin cycles in efficient washers reduce moisture left in the clothes, decreasing the energy needed for drying.

### ABOUT CEE

CEE is a national non-profit organization that promotes resource-efficient products and services. CEE members include utilities, local and regional energy organizations, environmental groups, research organizations and state energy offices.

For more information, see the CEE Web site at [www.cee1.org](http://www.cee1.org).

# How the water savings are computed

In order to qualify for CEE's Residential Clothes Washer Initiative, washers are tested by an independent laboratory, which provides ratings for Water Factor (WF) and Modified Energy Factor. The WF measures the number of gallons of water needed to wash one cubic foot of clothes.



The average Water Factor of the 79 clothes washers on the CEE qualifying list on April 30, 2002, was 8.32. Based on an average load capacity of 2.5 cubic feet, CEE-qualified washers use about 20.8 gallons of water per load.

**Savings of 18.2 gallons per load**

**X**

**392 cycles per year**

**=**

**7,134 gallons**

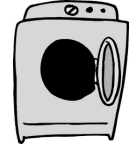
The U.S. Department of Energy estimates that the average standard-efficiency washer uses 39 gallons of water per load. This means that resource-efficient clothes washers save more than 18 gallons of water per load.

According to the Department of Energy, the average household (2.64 persons) runs 392 laundry cycles per year. That adds up to water savings of 7,134 gallons annually for each resource-efficient clothes washer.

The [qualifying list](#) for CEE's Residential Clothes Washer Initiative can be found at **www.cee1.org**

# Resource-efficient residential washers are more popular than ever

Due to greater visibility in the market, increased product selection and falling prices, more consumers are buying resource-efficient clothes washers than ever before. Prior to 1995, market share was estimated at less than 1 percent.



## Market share for residential resource-efficient washers

<b>1998</b>	390,000 washers sold	<b>5.7</b> percent of market
<b>1999</b>	620,000 washers sold	<b>8.5</b> percent of market
<b>2000</b>	700,000 washers sold	<b>9.3</b> percent of market
<b>2001</b>	787,000 washers sold	<b>12.0</b> percent of market
<b>2007</b>	8 million washers sold (projected)	<b>100</b> percent of market*

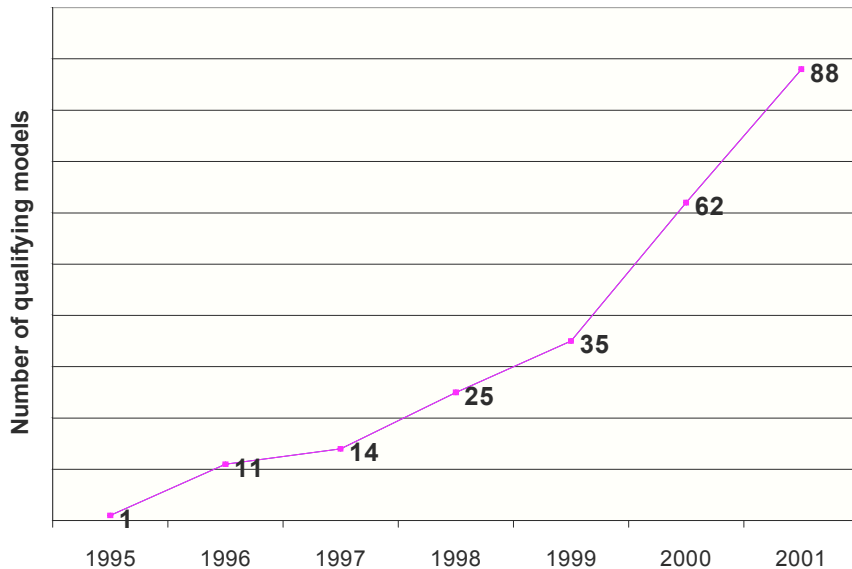
\*Because Federal minimum standards will rise to CEE levels in 2007, all washers sold will be resource efficient.

Sources: ENERGY STAR, Association of Home Appliance Manufacturers (AHAM) Shipment Data, Appliance Magazine Forecasts. 2001 figures are estimates based on first-half sales.

The cumulative savings from these washers (through 2001) is

- 1.1 billion kWh
- 27 billion gallons of water
- 59 million therms of gas

## Product availability continues to soar ... while prices steadily drop



	Minimum price (\$)
<b>1997</b>	999
<b>1998</b>	599
<b>1999</b>	599
<b>2000</b>	549
<b>2001</b>	549

Source: Manufacturer submissions

# Commercial washer market is also moving toward higher efficiency

Maytag and Alliance Laundry Systems (which makes Speed Queen) are the two major producers of commercial clothes washers in the United States. Maytag introduced its first resource-efficient commercial model, the Neptune, in 1997 and Alliance's resource-efficient Speed Queen models hit the market two years later. Although sales and market share data are not available for commercial clothes washers, these manufacturers are reporting increased demand for resource-efficient models.



**“The commercial Neptune now plays a significant part of our commercial washer business. The Neptune accounts for one-third of our current sales of single-load commercial washers.”**

*Ron Fey  
Maytag  
General Mgr., Commercial Laundry*

**“With rising energy and sewerage costs in many markets, we have seen a trend for owners of coin-operated machines to be more interested in products that can reduce their expenses.”**

*Richard Casey  
Speed Queen  
Multi-Family Director of Sales*

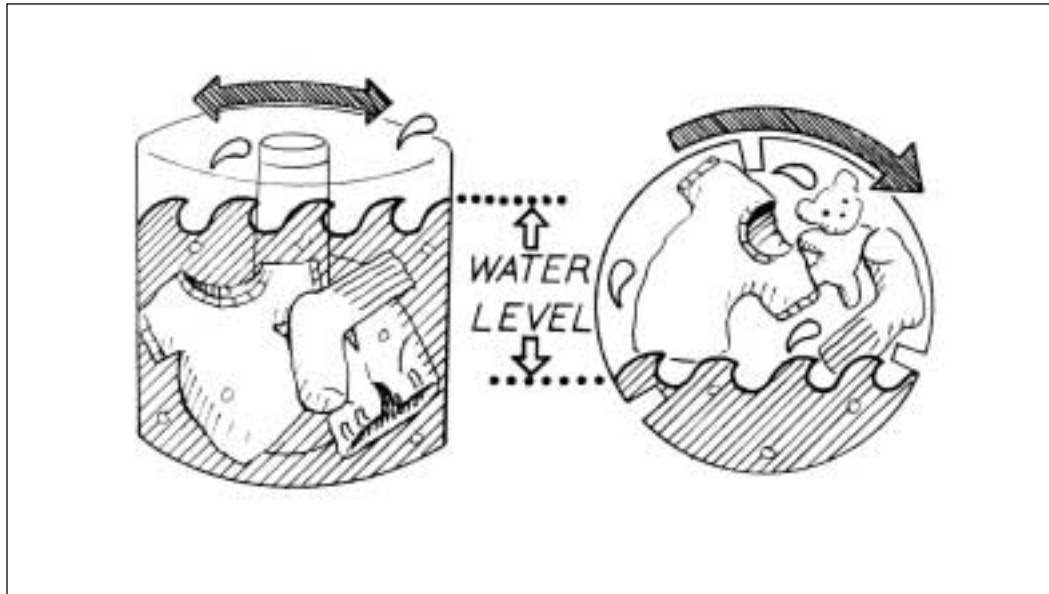


In the United States, there are approximately 2-3 million commercial washers. They are primarily used in laundromats, multi-family housing (central laundry areas) and on-premise laundry facilities (e.g., nursing homes).

The [list of qualifying products](#) for CEE's Commercial Clothes Washer Initiative can be found at **www.cee1.org**

*For more information about CEE's Residential or Commercial Clothes Washer Initiative, visit the CEE Web site ([www.cee1.org](#)) or contact Rebecca Foster at 617-589-3949, ext. 225, or [rfoster@cee1.org](#)*

# What is a horizontal-axis washer and why does it save water?



Conventional top-loading washers (left) use a large vertical drum. Most resource-efficient washers utilize a horizontal-axis design (right); loading from the front, they tumble clothes through a much smaller pool of water. Because H-axis washers use less water, they also require about 50 percent less energy to heat the water.

Horizontal-axis clothes washers have been prevalent in Europe for more than 30 years because of high electricity rates.

## **TOP-LOADERS CAN SAVE WATER, TOO**

There are several top-loading clothes washers on the market that are resource efficient. These models save water by utilizing computerized or mechanical innovations for washing and rinsing.



For more information about CEE's [Residential Clothes Washer Initiative](#), visit the CEE Web site ([www.cee1.org](http://www.cee1.org)) or contact Rebecca Foster at 617-589-3949, ext. 225, or [rfoster@cee1.org](mailto:rfoster@cee1.org)