

Sears and Kenmore are 2018 ENERGY STAR Partners of the Year!



The U.S. Environmental Protection Agency (EPA) announced that Sears Holdings Corporation, an ENERGY STAR® partner since 1998, has been selected as a 2018 ENERGY STAR Partner of the Year winner for Sustained Excellence — Retailer and Energy Management.



SEARS HOLDINGS



Also, for the first time, the Kenmore® brand is being recognized as ENERGY STAR Partner of the Year — Product Brand Owner.

This award is reserved for ENERGY STAR partners demonstrating outstanding leadership and exceptional commitment to the environment by providing consumers with products, services and information that help individuals make sustainable purchasing decisions.

Protecting the environment and inspiring our members to do the same is important to us at Sears Holdings. It is through key partnerships with our many stakeholders that we are able to strive for operational excellence

as a company, build a team of engaged and passionate associates and deliver a WOW experience to each member by understanding their needs and offering them the right products and services that fit their lives.

For the most recent information on SHC's corporate responsibility and environmental sustainability initiatives please visit: <https://tinyurl.com/searsgreen>



ENERGY STAR Items

Kenmore has 271 ENERGY STAR items that you can promote to our members. Our ENERGY STAR product selection in-store and online give members access to quality goods while saving energy and money. We have all kinds of ENERGY STAR qualified appliances, but these are our three largest categories.



ENERGY STAR and Members First Engagement

During the Discover phase of the Members First Engagement (MFE) process, you can learn how important energy efficiency is to our members. Many items may qualify for a rebate, giving our members extra incentive to purchase an ENERGY STAR certified item.

IN THE DISCOVER PHASE OF MFE:

- Listen for trigger words: Reduce water consumption, reduce energy consumption, save energy, save money and/or save/lessen the impact on the environment.
- Make sure to tie the feature to the benefit that addresses the member's concern.
- Leverage ENERGY STAR's Rebate Finder for information on incentives that you can share with our members.
- Remember to always explain the benefits of ENERGY STAR appliances to the member.



Connecting Features to Benefits

Here are some talking points you can use as you link features and benefits to meet our members' needs and answer their concerns. All of these talking points are from www.energystar.gov, and you can head there for even more facts!

LAUNDRY

Washers

- It's important to promote pair sales through MFE when selling ENERGY STAR certified laundry to help our members save even more money.
- ENERGY STAR top-load models utilize new technologies that do not require the tub to fill completely with water. They use sophisticated wash systems to flip or spin clothes through a stream of water. Many have sensors to monitor incoming water levels and temperature. They also rinse clothes with repeated high-pressure spraying instead of soaking them in a full tub of water.
- New washers use less energy and less water.
- Fast and powerful washer motions get clothes clean in less time than our members' current/old washers.

Dryers

- Members can choose to use sensor drying instead of timed drying. ENERGY STAR models incorporate advanced moisture sensors that automatically turn off the dryer when clothes are dry, helping to reduce energy usage.
- An ENERGY STAR certified washer and dryer pair will save our members the most energy. A full-size electric certified dryer saves \$200 in energy bills over the life of the product. A gas dryer will also save money on utility bills and reduce our member's environmental impact.

REFRIGERATORS

- ENERGY STAR qualified refrigerators boast a remarkable 25–75% reduction in energy consumption over non-ENERGY STAR qualified refrigerators.
- On average, an older refrigerator uses nearly twice as much energy as new ENERGY STAR refrigerators, so encourage members to upgrade to a new ENERGY STAR model.

DISHWASHERS

- Hand washing uses as much as 27 gallons of water compared to four gallons of water used by efficient dishwashers.
- Advanced soil sensors test how dirty the dishes are throughout the wash cycle. They adjust the cycle to achieve optimum cleaning with minimum water and energy use.
- More effective high-pressure jets eliminate the need to pre-rinse dishes.
- An internal water heater helps reduce water heating costs.
- Innovative dish rack designs maximize cleaning through strategic dish positioning.

Featured Kenmore Elite® ENERGY STAR Items



Here are some of our best ENERGY STAR items! They also feature Kenmore Smart technology. So from virtually anywhere, members have the ability to view settings, receive alerts and much more!

#41782/3: Smart Front-Load Washer



Accela Wash® Technology: Activates a fast and powerful wash motion sequence to get clothes clean in just 29 minutes.² Members can get through more loads of laundry in less time.

Smart Motion® Technology: The Direct Drive Motor blends up to six different wash motions, providing customized care and cleaning to meet the needs of a variety of fabrics.

Steam Treat®: Virtually eliminates the need to pretreat stains and tackles common tough, set-in messes with the deep cleaning power of steam.³ This option is tested and proven to clean stains like syrup, coffee, juice and more.

Sanitize Wash Cycle: NSF®-certified⁴ cycle works to make clothes germ-free by eliminating 99.9% of certain bacteria, and does it naturally without chemicals.

#14673/7: Smart Dishwasher with Adjustable Third Rack



360° PowerWash X Spray Arm System: With four spray arms instead of two and multi-motion arms that rotate back and forth while spinning, this system achieves maximum cleaning throughout the entire cycle. The high-pressure jets power-clean dishes from multiple angles for maximum cleaning coverage.

Flexible Rack System: Provides outstanding flexibility and convenience, adjusting to nearly any load of dishes to help ensure optimal cleaning performance. Easy to adjust quickly, this racking system can shift to handle any dish-loading challenge and is capable of holding 15 place settings.

#75053: 23.5 Cu. Ft. Smart French-Door Refrigerator with Grab-N-Go™ Door



Grab-N-Go Door: Keeps everyday items accessible and easy to reach with just the press of a button.

GeniusCool™ Technology: Combines digital temperature control, electronic sensors and multi air flow to provide optimum temperature performance.

Counter-Depth Design: Members can save space in their kitchen and achieve a sleek, built-in look.

¹Members need a Kenmore Smart appliance, a wireless router with an internet connection and a smartphone or tablet to use the Kenmore Smart app and the smart features.

²With Accela Wash feature activated washing an 8-lb. load on Normal cycle, default settings.

³Based on four common stains placed on 100% cotton, XL t-shirts, Heavy Duty cycle with Steam Treat option.

⁴Per National Sanitation Foundation Protocol P172 — Sanitization Performance of Residential Washing Machines.

