

# ENERGY STAR® -- Success Story



Save Energy - Save Money  
Help protect the environment



Économisez énergie et argent  
Contribuez à protéger l'environnement



## City of Toronto Wash 'n' Save Doing Your Laundry Can Help Protect the Environment



For decades, washing machines have saved people time; now they can help save water, energy and money, too. New high efficiency residential and commercial washers purchased for installation in the City of Toronto qualify for a \$60 to \$125 cash incentive under the Wash 'n' Save program launched by the City in 2003. The program was initiated as part of the City's Water Efficiency Plan, which aims to reduce water use by 15% by 2011. "The City of Toronto helps residents and businesses pay for the cost of a City-selected water-efficient washing machine. Over the lifetime of the washing machine, the rebate plus energy and water savings make water-efficient washing machines a smart economic choice," says Pamela Georgopoulos, Supervisor of the Water Efficiency Program.

The City of Toronto took a lot of care in selecting qualifying machines for the program. About 100 high efficiency washers have been approved from a variety of North American and European manufacturers; however, each must meet the City's strict water and energy standard. As well, most of the washers approved for the program meet the ENERGY STAR criteria for energy saving. That means top-loading washers use no more than 389 kWh of electricity per year and front-loading washers use only 275 kWh of electricity per year. **The average family can save 886 kWh of energy per year with an ENERGY STAR labelled machine.**

**Qualifying products must use 9.5 gallons of water or less to wash one cubic foot of laundry.**

**Qualifying products must use less than one kWh of electricity to wash and dry one cubic foot of laundry**

On average a high efficiency machine will reduce water consumption by 40%. Because less water needs to be heated, energy consumption is also reduced by 60%. An average family of four can expect to save up to \$123 a year on their water and energy bills. In addition to these savings, the City of Toronto offers a \$60 rebate to residential property owners for the purchase of a City-selected high efficiency residential machine and up to \$125 to commercial property owners for the purchase of a City-selected high efficiency commercial machine.

Wash 'n' Save has been well received; in 2004 over 4800 Torontonians benefited from the rebate, 37% above expected participation levels. Over the program lifetime, Wash 'n' Save is expected to achieve an overall savings of 3.6 million litres of water per day across the City.

### About ENERGY STAR

The international ENERGY STAR symbol is a simple way for consumers to identify products that are among the most energy-efficient on the market. Only manufacturers and retailers whose products meet the ENERGY STAR criteria can label their products with this symbol. In Canada, Natural Resources Canada's Office of Energy Efficiency administers and pro-motes the international ENERGY STAR symbol for a wide range of energy-using products sold in Canada.

Look for the ENERGY STAR symbol on product packaging, in product literature and advertising and, of course, on the products themselves. Ask your local retailer to help you identify products that qualify for the ENERGY STAR mark so you can begin saving energy and money. For more information visit the ENERGY STAR website at: [energystar.gc.ca](http://energystar.gc.ca).



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## How Washers Save Water, Energy and Soap!

Traditional washers are top loading with a vertical drum and central agitator. The vertical drum is filled with water to submerge the clothes as they are pulled around the agitator. More water-efficient models are front loading with a horizontal drum that is only partially filled with water. Clothes are rotated through the water instead of being submerged. There are a few top-loading water-efficient models that shower the clothes during the rinse cycle instead of submerging them. **Traditional washers use about 151 litres (40 gallons) of water per load. High efficiency models use only 68 to 94 litres (18 to 25 gallons) of water per load. The average family can save 22 712 litres (6000 gallons) of water per year<sup>1</sup>.**

Many high efficiency washers have faster spin cycles, which result in even more energy savings from reduced drying times. Less soap is needed in front-loading machines to do the same or better cleaning job; as well, multiple rinse cycles leave less soap residue on clothing. Front-loading machines' tumble action results in less wear and tear on clothes compared to that from traditional machines' central agitator. Overall, high efficiency machines have the same or better cleaning action as traditional machines and they save water, energy and money throughout their whole life.

The rebate program permits retailers to offer their customers an additional cash incentive to choose water and energy-efficient washers. In addition, the City provides participating retailers with educational point of purchase materials to help promote the rebate, demonstrate the water and energy savings, and highlight other advantages of choosing high efficiency machines. If you would like to know more about the City of Toronto's Wash 'n' Save program, contact: The City of Toronto Water Efficiency Program at:

Tel: 416 392-7000

Fax: 416 392-7001

Web: [www.toronto.ca/water](http://www.toronto.ca/water)

### Across the Country

In the Capital Regional District (CRD) of **British Columbia**, the Smart Wash program is giving residential homeowners a \$125 rebate when they purchase a new high efficiency qualifying washing machine. To date, high efficiency washers have replaced 1500 less efficient models with a combined water savings of 20 000 cubic metres per year. The rebate uptake has been so great in the CRD that this year there are 1200 rebates available compared to 150 in 2002 when the pilot program started.

Nils Jensen, Chair of the Regional Water Supply Commission, says, "Smart Wash is a win-win for the community, reducing the demand on our water and energy supply systems and reducing utility bills for homeowners."

Contact information: Deborah Walker; Demand Management Coordinator, CRD Water Department 250 474-9697

### Benefits of the Program

- Water efficient washing machines use less water and energy and result in lower water and energy operating costs
- The savings on water and energy bills combined with the rebate make City selected washing machines a better buy
- You or your customers will have state-of-the-art equipment with high spin cycle that helps to balance wash and drying time
- Water-efficient washing machines use less detergent and clean clothes better than conventional washing machines
- Water efficient washing machines protect the environment by conserving water and energy resources



**For more information on ENERGY STAR, contact the Office of Energy Efficiency, Gisèle Maillet, 613 992-4535, or visit [energystar.gc.ca](http://energystar.gc.ca)**

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In the National Capital Region, call 995-2943.

**Natural Resources Canada's Office of Energy Efficiency administers and promotes the international ENERGY STAR symbol in Canada.**

**Watch our website for more success**

<sup>1</sup> City of San Marcos – Water Department (2001) retrieved from [http://www.ci.san-marcos.tx.us/departments/WWW/docs/WATER\\_Brochure.pdf](http://www.ci.san-marcos.tx.us/departments/WWW/docs/WATER_Brochure.pdf) on February 16, 2005.