



Consumer Energy Labeling

Hampton Newsome
Division of Enforcement
Bureau of Consumer Protection

FTC Consumer Labeling and Advertising Guidance

- Appliances
- Consumer Electronics
- Lighting
- Residential Insulation
- Alternative Fuels and Vehicles
- Green Advertising Guides
- Fuel Economy Advertising Guides

Old Appliance Label

Based on standard U.S. Government tests

ENERGYGUIDE

Refrigerator-Freezer
With Automatic Defrost
With Side-Mounted Freezer
With Through-the-Door Ice

XYZ Corporation
Model ABC-L
Capacity: 23 Cubic Feet

**Compare the Energy Use of this Refrigerator
with Others Before You Buy.**

This Model Uses
580kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

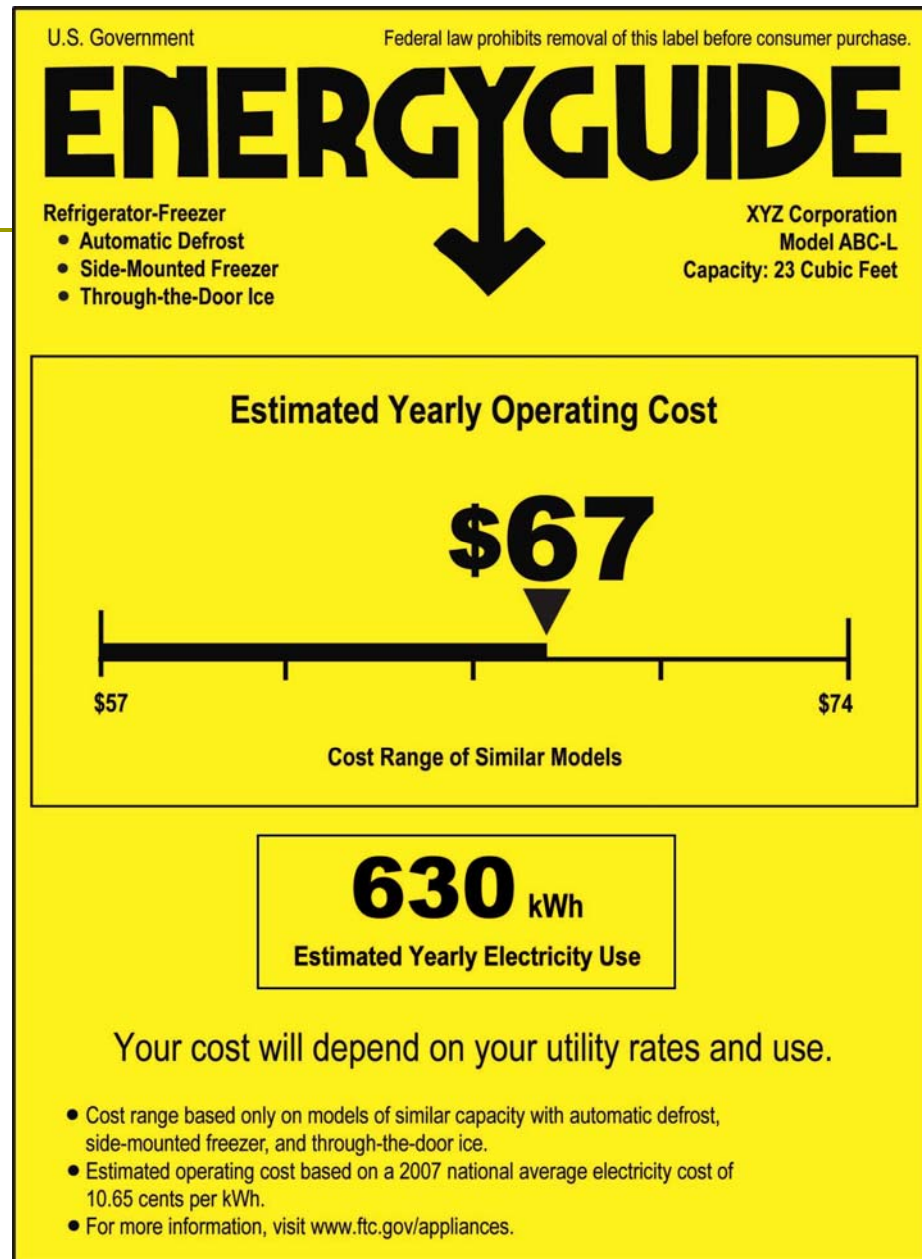
**Refrigerators using more energy cost more to operate.
This model's estimated yearly operating cost is:**

\$57

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

New Appliance Label



Old Light Bulb Label

**Light
Output**

1200
Lumens

**Energy
Used**

20
Watts


Life

10,000
Hours

To save energy costs, find the bulbs with the light output you need, then choose the one with the lowest watts.

New Light Bulb Label

<u>Brightness</u>
820 lumens
<u>Estimated Energy Cost</u>
\$7.23 per year

Lighting Facts Per Bulb	
Brightness	820 lumens
Estimated Yearly Energy Cost \$7.23 Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use	
Life	1.4 years
Light Appearance	
Warm Cool	
	
Energy Used	60 watts

New Television Label

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

Television
XYZ Corporation
Model ABC-L

Estimated Yearly Energy Cost

\$39

Cost Range of Similar Models (50" – 54")

\$67
—
—
—
\$21

- Based on 11 cents per kWh and 5 hours use per day
- Estimated yearly electricity use of this model: 355 kWh
- Your cost depends on your utility rates and use.

Visit ftc.gov/energy

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

Television
XYZ Corporation
Model ABC-L

Estimated Yearly Energy Cost

\$39

Cost Range of Similar Models (50" – 54")

\$67
—
—
—
\$21

- Based on 11 cents per kWh and 5 hours per day use
- Estimated yearly electricity use of this model: 355 kWh
- Your cost depends on your utility rates and use.

Visit ftc.gov/energy

Ongoing Activities

- Consumer electronics
- Light bulb label coverage
- Alternative fuel vehicles

Hampton Newsome
Federal Trade
Commission
202-326-2889
www.ftc.gov/energy



www.ftc.gov