

HOW CAN YOU BE MORE ENERGY EFFICIENT AT HOME?

FOCUS ON ENERGY® is here to help you make your home more energy efficient with simple changes. Check out some of our offerings below and visit our website for more information on which solution is right for you.

- ▶ Free energy-saving product packs
- ▶ Air sealing and insulation
- ▶ Heating and cooling improvements
- ▶ Online Marketplace



Learn more about our residential solutions at focusonenergy.com/residential or call 800.762.7077.

DO I HAVE TO PARTICIPATE IN ALL OF THE OFFERINGS TO GET INCENTIVES?

No. Each offering provides different energy-saving services. You can choose whichever offerings are best for you and your home.

WHO CAN PARTICIPATE IN FOCUS ON ENERGY?

If your home is in Wisconsin and you are a customer of a participating utility, you can take advantage of Focus on Energy.

Not sure if your utility participates? Visit focusonenergy.com/utilities.



REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

YOUR LIGHTING AND APPLIANCE GUIDE



Save big by making small upgrades to your home's lighting and appliances.

LIGHTING

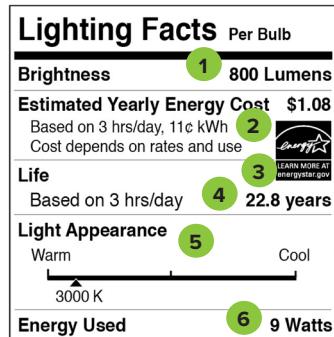
Lighting accounts for 15% of an average home's electricity use. Save money and energy when you switch out your inefficient incandescent light bulbs with LEDs.

LEDs use up to 90% less energy and households can save about \$225 in energy costs per year, according to the Department of Energy.

Decide what color temperature light bulbs you want for your living spaces, shown in Kelvins (K). Lower K means warmer light and higher K means blue light.



Understand what your light bulb label is telling you:



1. Indicates brightness
2. Shows estimated energy cost
3. Meets ENERGY STAR requirements
4. Shows estimated life of bulb
5. Shows color temperature
6. Shows energy used

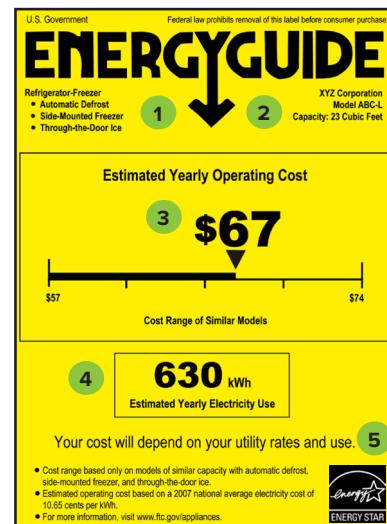
APPLIANCES

A FEW TIPS

- Look for energy-efficient ENERGY STAR® certified equipment models. Visit energystar.gov to learn more
- Make sure you buy properly-sized equipment for your home's space to maximize savings

ENERGY GUIDE

When purchasing equipment upgrades for your home, look for the yellow Energy Guide label—and check to make sure it includes the trusted ENERGY STAR logo. The Energy Guide label provides an estimate of the average energy consumption and cost to operate the specific model of the appliance you are using.



1. Key features of this appliance model
2. Make, model number, and size
3. Annual energy cost, placed in comparison to models with similar specifications
4. Estimated amount of energy used in a year (based on typical use)
5. ENERGY STAR logo appears if appliance model meets efficiency standards

ENERGY STAR

Homeowners can experience many benefits when they make energy-efficient home upgrades. ENERGY STAR certified equipment models often save you money, energy, and provide advanced features for greater satisfaction.



ENERGY STAR Certified Product	Savings Benefits
Clothes Dryers	<ul style="list-style-type: none">• Use ~20% less energy without sacrificing features or performance• Use innovative energy-saving technologies• Don't over-heat or over-dry• Can include features to prevent wrinkles
Clothes Washers	<ul style="list-style-type: none">• Use ~25% less energy and ~33% less water than standard models• Use a variety of cleaning methods that are gentler on clothes without sacrificing performance
Dehumidifiers	<ul style="list-style-type: none">• Use ~30% less energy• Have more efficient refrigeration coils, compressors, and fans
Dishwashers	<ul style="list-style-type: none">• Include innovative features that reduce water and energy consumption and improve performance
Refrigerators/Freezers	<ul style="list-style-type: none">• Use at least 10% less energy• Consume less energy than older models (\$157/year for 1980s model versus \$35/year for new ENERGY STAR model)
Room Air Conditioners	<ul style="list-style-type: none">• Use ~10% less energy• Cost about \$70/year to run• Have advanced technical features for more energy savings• Have visual reminders when air filter needs to be cleaned/replaced• Run more quietly
Water Heaters	<ul style="list-style-type: none">• Use ~8% less energy