

## The Conservation Zone: Energy Efficient Appliances



**Peter Love**  
Chief Energy Conservation Officer  
Conservation Bureau

### The second price tag on appliances

My role as Chief Energy Conservation Officer is to ensure conservation and energy efficiency play a vital role in Ontario's ongoing energy strategy.

If you're in the market to purchase a new appliance, it makes sense to look into models that include built-in energy efficiency. Imagine how many kilowatts we could save if all 12.5 million Ontarians said "yes" to energy-efficient appliances. I believe it can happen. Together, let's do it!

#### The Second Price Tag

If you're in the market for a new appliance (clothes washer or dryer, dishwasher, range, freezer, refrigerator), it makes sense to figure out how much it will cost you to run it over its lifetime. This is called "the second price tag," and you'll pay it every month for the next decade or two. Energy-efficient models can be well worth a bit more money up front, when you consider the energy savings that you'll realize for many years.

Here's an example: when you purchase a high-efficiency 15 cu. ft. refrigerator-freezer, you'll save \$50 a year on your electricity bill. Over its 17-year lifetime, you'll save \$850.

#### Look for the ENERGY STAR Label

When considering the purchase of a new appliance, look for the ENERGY STAR label. This label makes it easy for you to make an energy-wise choice. The ENERGY STAR label tells you how much energy the appliance will consume in a year of normal service. This in turn enables you to compare the energy efficiency of various models of the same size and class. In other words, you can compare apples to apples and decide which one makes the most sense for you and your family.

Refrigerators are 53 per cent more energy efficient today than they were in 1984. So, let's talk for a minute about that old clunker of a fridge in your basement. You're probably attached to it because you think it keeps your beverages colder than any new-fangled model.

I hate to burst that bubble, but the truth is, cold is cold and that old refrigerator or freezer in the garage or basement is using a lot of your cold, hard cash to do that. When you do get rid of the old refrigerator, check with your local utility company for a refrigerator recycling program.

As Chief Energy Conservation Officer, I issue a friendly challenge to all Ontarians to think about how you use energy everyday, and find new ways to conserve it. "The Conservation Zone" is designed to help you find