

Point of Purchase Material

FRIGIDAIRE

swap and save

A Refrigerator That Works To Save You Money
Look inside.

A Front-Load Washer That Works To Save You Money
Look inside.

save as much as \$149 Per Year
Save 14 Gallons of Water per Cycle

swap and save as much as \$300 per Year
Swap Out Old Appliances to Save Cash & Energy

A Freezer That Works To Save You Money
Look inside.

save as much as \$192 per Year
Swap Out Old Appliances to Save Cash & Energy

A Dishwasher That Works To Save You Money
Look inside.

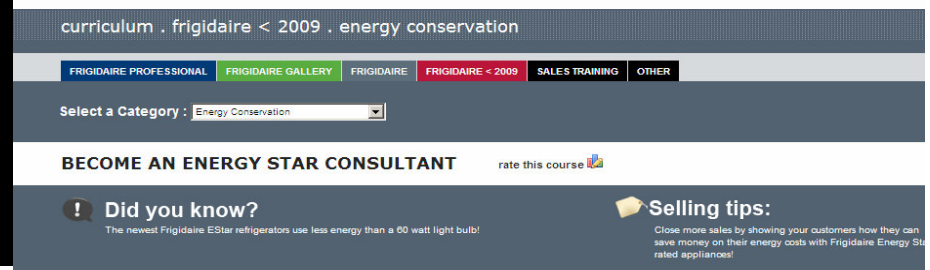
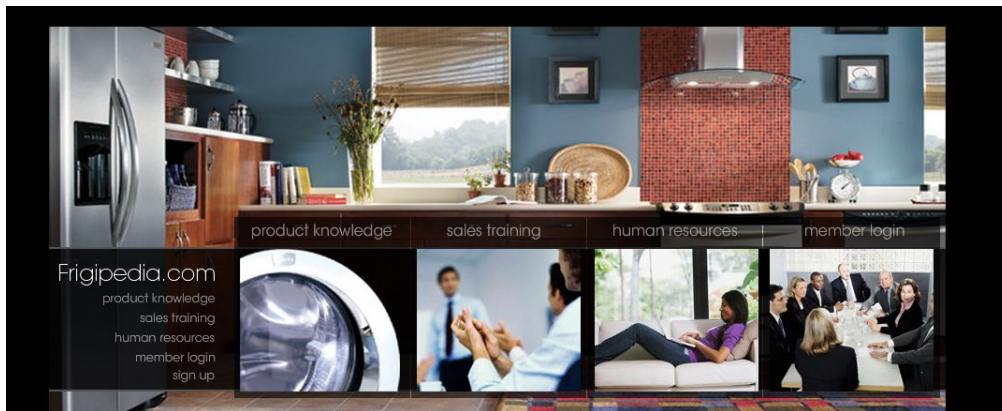
save as much as \$465 by using
Save 1000 Gallons of Water

Swap Out Appliances, Save Money

Certified On Line Sales Training

FRIGIDAIRE

- Frigipedia.com
 - World class training website for retail sales people as well as Electrolux employees
 - ENERGY STAR™ training course taken by thousands of people



Energy Star Training Video

This is ten minute video will help you become an Energy Star Consultant!



Please enjoy this video in it's entirety before taking the exam. It will play without stopping if you pause and allow it to load at least 50% before viewing.





Visit energystar.gov for additional information on your cash savings!



[Savings Calculator](#) |
 [E-Star Kitchen](#) |
 [E-Star Laundry](#) |
 [More Ideas & Recipes](#)

Swap Out Appliances, Save Money

Calculate Your Cash Savings:

Calculate

\$0300

\$3000

Annual Savings*: Lifetime Savings:

Annual Savings realized by replacing your current appliance with a new Frigidaire Energy Star model = **155 Gallons of Gas!*****

103,963,952

2,596,800,565



MONEY

WATER

Save Millions Together

See How Much Americans Are Saving on their water & electric bills with new Frigidaire ENERGY STAR® Appliances

Check out our full line of ENERGY STAR appliances:

Click on dishwasher, refrigerator, laundry and freezer images to learn more



Dishwashers



Refrigerators



Front Load Laundry



Freezers

Make a **COOL CHANGE.**
Recycle Your Old Fridge.

Make a **CLEAN CHANGE.**
Recycle Your Old Washer.



Swap and Save™ Micro-site

FRIGIDAIRE

<http://frigidaireenergysavings.com/facts.html>

If every household in the USA changed to Frigidaire ENERGY STAR® appliances we could save approximately 155 BILLION gallons of water per year!

Click on the appliances to learn how Frigidaire ENERGY STAR® appliances can help save up to hundreds of dollars per year.



swap AND
save Frigidaire

Energy Rebate Examples

FRIGIDAIRE



FRIGIDAIRE
**PAID TO
UPGRADE**

November 1, 2009 through January 2, 2010

Get Cash For Your Appliances

GET UP TO A

\$150 REBATE

With the Purchase of Select
Frigidaire Energy Star Appliances



Electrolux

cash for appliances

Receive up to **\$500** on an *eco-friendly*
Electrolux Front Load Laundry Pair.

offer valid december 3 through december 23, 2009.

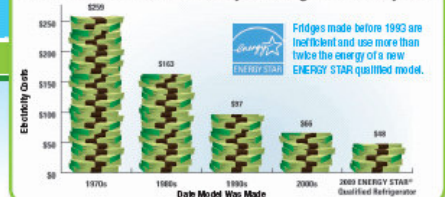
Make a **COOL CHANGE.**
Recycle Your Old Fridge.
www.energystar.gov/recycle

FRIGIDAIRE



\$500
**KITCHEN APPLIANCE
REBATE**
by mail with the purchase of qualifying
NEW Frigidaire Kitchen Appliances
between May 2 and August 1, 2009.

How much does it cost to run your refrigerator each year?



FRIGIDAIRE

Frigidaire “Swap & Save” PR April Recap

- Conducted local market media outreach, leveraging relationship with The Healthy Housekeeper™, Laura Dellutri, for four key retailers:
 - Western Appliance (Bay Area)
 - RC Willey (Utah – owned by Warren Buffet)
 - Warner’s Stellian (Minneapolis)
 - Karl’s Appliance (New Jersey)
- Targeted outreach to TV, print and online/blog outlets to secure news coverage for the “Swap and Save” program:
- Timing coincided with Earth Month/Earth Day in April
- Shared energy saving tips and directed consumers to FrigidaireEnergySavings.com
- April PR outreach generated 830,644 total impressions for an ad value of \$75,109.70 to date, including:
 - **SILive.com (125,732 total impressions):** Two consecutive placements highlighted Frigidaire ENERGY STAR certified appliances and directed readers to FrigidaireEnergySavings.com
 - **The Sacramento Bee (704,912 total impressions):** Included Frigidaire energy-saving tips and a call-to-action to visit FrigidaireEnergySavings.com
- More to come...
 - **Southern Living (11,209,776 impressions):** Plans to include product information, images and a mention of the Frigidaire Energy Savings Calculator at FrigidaireEnergySavings.com (September)

THE SACRAMENTO BEE sacbee.com

Home

Looking for ways to save energy? Here are some tips from Frigidaire:

When making meals, take everything you need out of the refrigerator at the same time, if possible. This minimizes the number of times you open the door. Every time the door opens, [energy consumption](#) by your refrigerator increases 10 percent.

Your freezer works best when filled to capacity. Use ice to keep it full and cold. Place covered plastic water-filled containers in your freezer for maximum efficiency (make sure to leave a half-inch of head space in each container; the ice will expand).

Clean the refrigerator's condenser coils annually.

Thinking of updating to more energy-efficient appliances? See how much you might save through Frigidaire's energy savings calculator at www.FrigidaireEnergySavings.com.

– Debbie Arrington



Energy saving refrigeration tips

by Maura Grunlund / Staten Island Advance
Wednesday April 15, 2009, 5:00 AM

Maximum savings are realized by people who use their energy efficient refrigerators/freezers in eco-friendly ways.

Position the refrigerator out of direct sunlight and away from heat-producing appliances if possible. Clean the condenser coils annually to keep it running efficiently, according to Frigidaire.

Open the doors of the refrigerator/freezer as little as possible. Remove all ingredients needed for a meal at the same time. Every time the door opens energy consumption increases by 10 percent.

Freezers work best when filled to capacity. Place covered plastic water filled containers in the freezer to maximize efficiency.

If you're shopping for a new stand alone freezer buy the smallest one that fits your needs.

Recycle old refrigerators/freezers rather than moving them to the basement or garage. Otherwise they will continue to guzzle energy in those locations.

For the Frigidaire energy calculator click on <http://frigidaireenergysavings.com/>

See more in [Spin: green](#)



Courtesy of Frigidaire
Frigidaire energy savings refrigerator

Energy savings calculator

by Maura Grunlund / Staten Island Advance
Tuesday April 14, 2009, 5:00 AM



Courtesy of Frigidaire
Frigidaire Energy Star label washer and dryer

An energy savings calculator web site takes the mystery out of how much money could be saved by upgrading old appliances to Energy Star models. The calculator at <http://frigidaireenergysavings.com/>, is sponsored by Frigidaire which also has energy savings clothes care tips for consumers.

If you need a new clothes washer switch from a top-load to a front-load model which saves about 48 gallons of water per cycle. The water and energy savings is about \$180 in a year. These models also use much less detergent.

Wash clothes in cold water to save energy.

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Metropolitan Home



Website Support

FRIGIDAIRE



1-877-MY-KARLS
(1-877-695-2757) Internet Phone Hours: Mon-Fri: 10am-8pm/Sat & Sun: 11am-5pm EST

Delivery is available throughout
New Jersey & the greater
New York metro area.
[Click here for store locations](#)

Click on the location nearest you for store hours, maps & directions:
Fairfield - Belleville - Madison - Montclair - Sparta - Orange - Parth Amboy

HOME **ADVANCED SEARCH**
(by Brand, Price & more)

SEARCH IN All Categories

SPECIALS / CLOSEOUTS

MY CART
(\$0.00)


[Log In](#)

BROWSE STORE

- Refrigerators
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- Microwave Ovens
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- Freezers
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- Air Conditioners
- New Items
- Specials / Closeouts
- BackRoom Bargains
- Karl's Store Locations
- Manufacturer's Links
- Service Centers

Part Finder
Looking for Parts? We can help!

Karl's Appliance - Experience is the difference!



History Speaks for Itself

Since 1941, Karl's has offered far more than just the widest selection of the finest household appliances available; we've also provided an unparalleled level of knowledgeable and professional guidance—the kind you simply cannot find anywhere else.


Karl's will take the time to listen to you, explain your options, and help you decide which items best fit your specific appliance needs...and your budget. A great many of our clients have remarked that we were instrumental in introducing them to solutions and options they didn't even know were available.

The specialists at Karl's are here to help you choose the right solution. We always recommend a simple approach.


Click to see Karl's:

BACK ROOM BARGAINS


Opened / Out-of-Box Bargains!






Swap Out Old Appliances to Save Cash & Energy



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HOLIDAY HOURS

SUNDAY 11/29: 10AM-10PM
MONDAY-FRIDAY 11/30-12/04: 10AM-10PM
SATURDAY 12/05: 9AM-10PM

0% FINANCING UNTIL MAY 2010 ON ITEMS \$298 AND ABOVE

HOTPOINT



30" ELECTRIC COIL RANGE

- 5 Cuft
- Manual Clean
- Solid Door

RBS25P-WHT



30" ELECTRIC SMOOTH TOP RANGE

- 4.2 Cuft
- Manual Clean
- Oven Light

WWF3004K-WW

248⁸⁸ 208⁸⁸

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SONY® Authorized Dealer

YAMAHA

NEW AND IMPROVED AUDIO & VIDEO PRODUCTS

SAMSUNG Authorized Dealer

Swap Out Appliances, Save Money

OF COURSE... WE GREAT SMART SERVICES!

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REBATES

TV Commercials

Register Email Here For Special Offers

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Product or sales question?

EMAIL US FOR EXPERT ADVICE

BrandsMart USA service plan?

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Need a manual, remote or replacement parts?

ONLINE PART LOCATOR

Need your product serviced? Contact BrandsMart USA Service Professionals

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How to be a Smart Shopper

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PRODUCT SUPPORT

BrandsMart USA Service

Custom Installation

Delivery Tracker

FRIGIDAIRE

swap AND save™

Event In a Box Swap and Save™

FRIGIDAIRE

Example of pre-print Advertising Slick

Point of Purchase Kits

swap AND save Swap Out Old Appliances to Save Cash & Energy

save as much as \$300 per year by replacing your old refrigerator with a Frigidaire® ENERGY STAR model.*

save as much as \$192 per year by replacing your old freezer with a Frigidaire® ENERGY STAR model.*

save as much as \$465 over the lifetime of the product use a new Frigidaire® ENERGY STAR dishwasher vs. handwashing.*

save as much as \$149 per year by replacing your old top-load washer with a new Frigidaire® ENERGY STAR front-load model.*

Save 18 Gallons of Water per Cycle

Save 55,000 Gallons of water* a lifetime supply of drinking water for more than 8 people.

swap AND save Energy POP Kit #FRIGSWAP&SAVEPOP04-09

save as Much as \$300 per Year
Swap Out Old Appliances to Save Cash & Energy

Refrigerator Tent Card

save as Much as \$192 per Year
Swap Out Old Appliances to Save Cash & Energy

Freezer Tent Card

save as much as \$465 by using
Save 55,000 Gallons of water

Dishwasher Sign

save as much as \$149 Per Year
Save 18 Gallons of Water per Cycle

Front-Load Washer Sign

1 Each of 4 Static Clings

Also Available
Frigidaire Swap & Save Pocket Guide #FRIGSWAP&SAVEPKTGUIDE04-09

ALSO AVAILABLE

Frigidaire Swap & Save
Pocket Guide
#FRIGSWAP&SAVEPKTGUIDE04-09

Swap Out Appliances... Save Money

Online Guide
Save 55,000 Gallons of water

Calculate savings based on your current electricity prices

Get a list of appliances with their energy prices & how to save money on electricity. The high-tech energy guide is available in both English and Spanish. It's available in both print and digital formats. It's available in both print and digital formats.

Find retailers & special offers in your local area

1. Visit www.frigidaire.com
2. Click on "Swap & Save" under "Services" section
3. Click on "Online Guide"

Get more ideas & special offers in your local area
Visit www.frigidaire.com
Visit www.frigidaire.com



[Home](#) > [Customer Support](#) > [Eco-Savings](#) > [Our Commitment](#)

Our Commitment

Customer Support

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Frigidaire®'s approach to energy savings.

Frigidaire's collection of kitchen laundry appliances is ENERGY STAR® qualified, where applicable, and offers a wide variety of sleek and stylish appliances that are from 10% to 80% more energy-efficient than non-ENERGY STAR® qualified appliances. Innovative features that minimize energy and water consumption are a priority across the appliance line, from washers that use up to 82% less energy and 60% less water to refrigerators and freezers that use up to 20% less energy, to dishwashers that use at least 41% less energy and 40% less water than was used just 10 years ago. In fact, Frigidaire dishwashers use five gallons of water per load versus 27 gallons for hand washing – a savings of over 50,000 gallons of water over the average life of the product.

Retail Point of Purchase Examples

FRIGIDAIRE

Retail Point of Purchase Placed on Appliances on retail floor

swap AND save as Much as **\$300** per Year
by replacing your old refrigerator with a Frigidaire® ENERGY STAR model.*

Swap Out Old Appliances to Save Cash & Energy
Every Day... Every Month... Every Year

| Year Purchased | 18' Cu.Ft. Top Mount | 21' Cu.Ft. Top Mount | 23' Cu.Ft. Side-by-Side | 26' Cu.Ft. Side-by-Side |
|----------------|----------------------|----------------------|-------------------------|-------------------------|
| Before 1980 | \$179 | \$193 | \$257 | \$300 |
| 1980-1989 | \$130 | \$140 | \$187 | \$219 |
| 1990-1992 | \$89 | \$96 | \$128 | \$151 |
| 1993-2000 | \$45 | \$49 | \$63 | \$71 |
| 2001-2006 | \$14 | \$14 | \$19 | \$21 |

- * This refrigerator uses less energy than a 60 watt light bulb
- * This Energy Star refrigerator uses improved insulation and high efficiency compressors
- * Today's refrigerators use roughly 1/2 the energy of those from 20 years ago and will keep your food fresher longer

WARRIOR STELLIAN Frigidaire ENERGY STAR

A Refrigerator That Works To Save You Money
Look inside

swap AND save as much as **\$149 Per Year**
by replacing your old top-load washer with a new Frigidaire® ENERGY STAR front-load model.*

- * Clothes last longer in a front load washer vs. a conventional top loader
- * Your clothes will be softer in this front load washer vs. a conventional top loader
- * Your drying time + your wash time in this front load washer

Save 18 Gallons of Water per Cycle

Our Front-load washers fit into the same space as top-loaders.

Western Appliance Frigidaire

swap AND save as much as **\$465** by using a new Frigidaire® ENERGY STAR dishwasher vs handwashing.*

- * Save nearly 10 days of your time each year - Stop scrubbing, just load and go
- * Wash fewer loads, Frigidaire dishwashers hold up to 14 place settings
- * Reduced noise - Energy Star dishwashers are 50% quieter than 10 year old models

Save 55,000 Gallons of water*
a lifetime supply of drinking water for more than 4 people.

*Based on a 11 year life of the dishwasher

WARRIOR STELLIAN Frigidaire ENERGY STAR

Swap Out Appliances... Save Money

Frigeidaire ENERGY STAR

Online Guide
Energy Savings Calculator

Calculate savings based on your state's electricity price:

1. Go to www.energyda.com
2. Click on appliances under the product section
3. Scroll down to the bottom of the page & select the right appliance
4. Click on "Save" to replace your old appliance
5. Read the online guide for more details regarding the calculator
6. Print or email the calculator results
7. Check products that you are looking for
8. Find in stores where you can get more information

Find rebates & special offers in your local area:

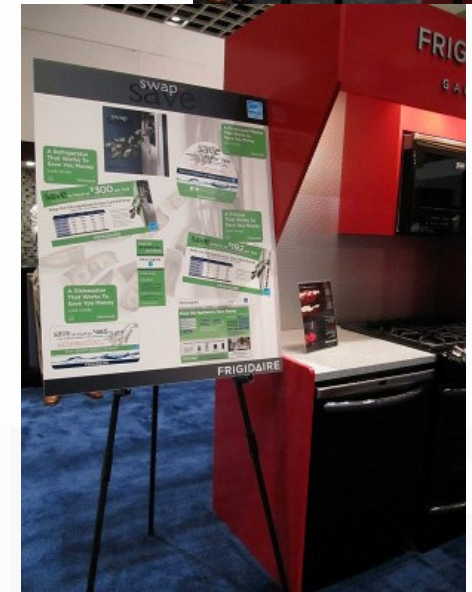
1. Go to www.energyda.com
2. Click on rebates under the product section
3. Enter zip code
4. Check products that you are looking for

Visit and learn about energy conservation
www.Frigidaire.com/energy

Brand Source Show Las Vegas, NV August 2009 – Electrolux Booth

FRIGIDAIRE

Swap and Save™ Point of Purchase in Electrolux booth



Nationwide Show New Orleans May 2009

FRIGIDAIRE

High definition video loop produced by Nationwide
Ran during the entire buying show in May 2009

