

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



OFFICE OF
AIR AND RADIATION

July 1, 2005

To all interested parties,

This letter is to inform interested parties of EPA's decision not to pursue an ENERGY STAR label for illuminated commercial signs. The reasons for EPA's initial interest in introducing an ENERGY STAR label for illuminated commercial signs and the factors that led to EPA's decision not to pursue a label for this product category are explained below.

ENERGY STAR offers its label for a given product category to encourage the design, manufacture, and promotion of products that maximize energy savings without compromising product performance. The widespread use and continual operation of illuminated commercial signs along with the emergence of more energy-efficient technologies into this industry led to EPA's interest in developing an ENERGY STAR label for this product category. EPA believed that an ENERGY STAR label could potentially serve an important role in the marketplace by providing an opportunity to easily identify more energy-efficient signs.

In assessing the cost/benefit and other metrics associated with setting an ENERGY STAR performance specification, EPA considers a number of key factors including: potential energy savings, product availability, manufacturer interest, and incremental costs. Due to the varied nature of illuminated commercial signs (i.e., size and configurations), types of applications, and frequent customizations of signs for each application, EPA saw the difficulty in determining typical or standard performance criteria in which to create a baseline and eventually, high efficiency performance levels. There also seemed to be a low potential energy savings, based on data available.

In addition, illuminated commercial signs must abide by a variety of local, state, and federal codes and standards, in addition to regulations drafted by independent bodies. There is no standard testing program that currently exists in the industry as standards vary from state to state and in some cases, within local jurisdictions as well. Because ENERGY STAR is a national program it is important to be able to launch a standard that would be applicable in all regions, which would prove challenging in the illuminated commercial signs industry due to the nature of the industry and lack of standard testing criteria.

Based on these factors, EPA concluded that the cost of pursuing and potentially implementing an ENERGY STAR label for commercial illuminated signs cannot be justified at this time. ENERGY STAR wishes to thank everyone who has contributed to this process and looks forward to continuing our efforts together to advance our common goals.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrew Fanara", followed by a vertical red line.

Andrew Fanara, Manager
ENERGY STAR Product Specification Development
ENERGY STAR Labeling Branch
U.S. Environmental Protection Agency

