

# 2009 ENERGY STAR® Award

## Additional Guidance:



### Partner of the Year - Product Manufacturer

### Windows, Doors, and Skylights

**Additional Criterion:** Indicate whether you are applying as a window, door, skylight, or component manufacturer or some combination thereof.

Supporting documentation must be clearly labeled, indexed, and referenced to the corresponding section in the narrative. Remember that quality, not quantity is ideal for supporting documentation. Note that point values are assigned to both the actual data requested and the supporting documentation provided.

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#### **Section 1 – Product Qualification Efforts** **30%**

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In addition to the information requested on the application, please provide the following:

- Design drawings that demonstrate any stated innovation in product design for energy efficiency.
- Optional: Supporting documentation demonstrating other product qualification efforts may also be included (e.g. changes that resulted in products qualifying in additional climate zones, enhanced sales in regions with lower ENERGY STAR penetration rates, etc.).

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#### **Section 2 – Accomplishments Narrative** **70%**

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In addition to meeting the requirements in the award application, your narrative should include:

**Labeling Efforts** **20%**

- Number and percentage of qualified models prominently displaying the ENERGY STAR product qualification label (please submit examples of product labels and photographs of labeled products).
- Number and percentage of product display units labeled with the appropriate ENERGY STAR display unit label (please submit photographs of labeled displays).

**Training Efforts** **15%**

- Percentage of employees trained in addition to the description of efforts and supporting documentation.
- Number and percentage of retailers/dealers trained in addition to the description of efforts and supporting documentation.

**Sales and Marketing including Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors** **5%**

- Please submit examples of flyers, photographs, programs, or other event materials.

**Consumer/End User Education** **25%**

- Details of ENERGY STAR logo use and messaging on company Web site, including screenshots and data on reach (e.g. unique visitors and average view times for pages that include ENERGY STAR related content).

**Other Efforts Across ENERGY STAR that have been incorporated into company practices (as applicable).** **5%**