



2006 ENERGY STAR® “Partner of The Year – Product Manufacturer” Award Application Guidance

Guidance for ENERGY STAR for Windows, Doors, and Skylights Partners

This guidance clarifies the criteria in Part II of the “Partner of the Year - Product Manufacturer” application as they pertain specifically to window, door, and skylight Partners. Applications should address all of the criteria described in the application as well as the criteria listed below. Applications and complete instructions are available at www.energystar.gov/awards.

Section 1. Product Qualification Efforts

In addition to the criteria listed in the application, please include:

- Percentage change in qualified models offered over previous year
- Percentage change in sales of qualified models over previous year

Note: Other relevant information demonstrating product qualification efforts may also be included (e.g., changes that resulted in products qualifying in additional climate zones or changes in the number and percentage of product lines for which ENERGY STAR is the standard offering).

Section 2. Accomplishments Narrative

Remember to provide supporting data and documentation to substantiate claims whenever possible.

Product Development and Labeling Efforts

In addition to the criteria listed in the application, please include:

- Number and percentage of qualified models prominently displaying the ENERGY STAR product qualification label (please submit examples of product labels or 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)

Note: Participation in the development of data tools can be demonstrated by submitting an updated Qualified Product Information (QPI) Form with updated company information for the Manufacturer Search, an online search tool for consumers. The Manufacturer Search and QPI Form are available from www.energystar.gov/windows. More information on updating company records for the Manufacturer Search will be forthcoming.

Consumer Education

In addition to the criteria listed in the application, please include:

- Web page (please submit examples and data on reach)
- Point-of-purchase (POP) material (please submit examples and data on reach)

Note: It is not expected that every manufacturer employs all activities and media channels described in the application. The application should demonstrate efforts to strategically incorporate ENERGY STAR into the activities and media that are employed.

Training Efforts

In addition to the criteria listed in the application, please include:

- Number and percentage of sales representatives trained (and/or dealers trained)

Note: A description of training efforts should include the goals of the training program and progress towards achieving them as well as demonstrate how ENERGY STAR is integrated and encouraged as a sales tool.

Participation in Co-Marketing Activities with Retailer and/or Utility/State Efficiency Program Sponsors

There are no supplemental criteria for this category.

Note: Applications should demonstrate participation in co-marketing activities by describing promotional efforts with distributors or other ENERGY STAR partners (e.g., utilities) to educate consumers and sell more ENERGY STAR qualified products. It is expected that these activities will vary depending on the distribution channel and sales region. It is not expected that partners will report on leadership and/or participation in promotions in conjunction with campaigns coordinated by EPA and DOE since this criteria element does not apply to this program area.