



Department of Energy
Washington, DC 20585

August 11, 2005

Dear ENERGY STAR[®] Partner:

Your company and the dealers and distributors that sell your ENERGY STAR qualified windows, doors, and skylights play a vital role in promoting energy efficiency. The U.S. Department of Energy (DOE) and Environmental Protection Agency (EPA) are pleased to see so many window providers using ENERGY STAR marks in their advertising. However, many retailers are not using the marks according to ENERGY STAR program guidelines and are using outdated logos or marks that are not intended for use in advertising.

Your help is needed to ensure that ENERGY STAR is used correctly in retailer advertising. Correct use is important to protect the integrity of the mark and the program it represents so that ENERGY STAR will continue to provide value to you and your retail customers as the recognized and trusted symbol of energy efficiency.

EPA and DOE request that you take the following steps to ensure that ENERGY STAR marks are used correctly by your dealers and distributors:

1. Use the ENERGY STAR marks according to program guidelines in all advertising created by your company (i.e., your own ads and ad templates for retail customers).
2. Provide instruction to dealers and distributors for using ENERGY STAR correctly in advertising they develop.

To assist you, the enclosed guidance describes how to use the ENERGY STAR marks in advertising. Please provide this guidance to your marketing department and enclose the guidance when distributing updated ad templates to retailers. All ad templates should be updated and retailers notified at the next possible opportunity.

Thank you in advance for ensuring that ENERGY STAR marks are used correctly in retail advertising. If you have questions about correct usage of the marks please refer to the *ENERGY STAR Identity Guidelines* (logo use guidelines) at www.energystar.gov/linkage or contact Jenny Dakin, D&R International, at (301) 588-9387 or jdakin@drintl.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard H. Karney".

Richard H. Karney, P.E.
ENERGY STAR Products Manager
U.S. Department of Energy

Enclosure