

From: ENERGY STAR [whatshappening@energystar.gov]
Sent: Friday, October 13, 2006 11:24 AM
Subject: ENERGY STAR Partner of the Year Award Guidance

Dear ENERGY STAR Partner:

It's that time of year again...

The U.S. Department of Energy (DOE) is pleased to announce that application forms for the 2007 "ENERGY STAR Partner of the Year" Awards are now available. The award instructions and application for Product Manufacturers are attached. The deadline for submitting an award application is **December 15, 2006**.

Since the Product Manufacturer application covers numerous ENERGY STAR product categories, DOE has added additional elements to the application criteria that pertain specifically to the windows, doors, and skylights program area (highlighted in the application form in blue).

In brief, DOE will be looking for applications that demonstrate the following elements:

- Strong and growing percentages of ENERGY STAR qualified models offered and proportion of total sales that are qualified;
- Correct and consistent labeling of ENERGY STAR qualified products and display units that conforms to the *"Marks, Maps, and Messaging: Simplified Marketing Guidelines;"*
- Collateral and advertising materials that include ENERGY STAR logos, messaging, and program information;
- Sales staff training programs that integrate ENERGY STAR and encourage its use as a sales tool;
- Leadership in ENERGY STAR-based cooperative promotions with retailers or other ENERGY STAR partners.

For more information about the ENERGY STAR Awards and the application process please visit www.energystar.gov/awards or contact Stephanie Cary, D&R International, at slcary@drintl.com or 301-588-9387.

ENERGY STAR for Windows, Doors, and Skylights