



2007 ENERGY STAR[®] Award Application:
Partner of the Year - Product Manufacturer

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (or authorized advertising/PR firm)

Communications Contact E-Mail Address

Phone

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2007 ENERGY STAR Awards." **Signatory must be an employee of the organization listed above.**

Name Printed/Signed

Title

Date

Part II: Partner of the Year Product Manufacturer Application

Eligibility: **Partner of the Year – Product Manufacturer**
Manufacturers of ENERGY STAR qualified products.

Description: These awards recognize those product manufacturers who have furthered the goals of ENERGY STAR through their active participation. ENERGY STAR anticipates that selecting the Product Manufacturer Partner awards will be a challenging task.

ENERGY STAR recognizes that each organization excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below.

Criteria: Criteria for evaluating this award are listed below. Please note that the prerequisite for any manufacturing award is that partners have complied with requirements outlined in the applicable ENERGY STAR Partner Commitments and Product Specification documents, including those related to labeling, logo use and the submission of product and sales information.

Section 1 – Product Qualification Efforts

Please provide:

- Number of ENERGY STAR qualified models/units (*and percentage change over previous year*)
- Percentage of product line that is ENERGY STAR qualified (*the percentage of models for which the standard version is ENERGY STAR qualified and the percentage of models that can be upgraded to ENERGY STAR*)
- Percentage of total sales that were ENERGY STAR qualified (*and percentage change over previous year*)
- Information concerning new ENERGY STAR products developed/qualified in 2006

Note: Other relevant information demonstrating 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.).

Section 2 – Accomplishments Narrative

ENERGY STAR is committed to help people change for the better. Our goal is to reduce greenhouse gas emissions through superior energy efficiency. How are you helping to achieve that goal? Please write a narrative describing your company's activities and accomplishments specific to supporting ENERGY STAR's objective. Your narrative should:

- Be no more than five pages, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2006.
- Describe your company's activities as specifically as possible
- Be consistent with the outline below, to the extent the activities are relevant to your organization.

Product Development and Labeling Efforts

- Innovation in product design for energy efficiency

- ~~Participation/Leadership in discussion of new/revised ENERGY STAR specifications [Not relevant this year]~~
- Participation in the development of data tools, such as updated Qualified Product Information (QPI) forms for the Manufacturer Search online tool.
- *Number and percentage of qualified models prominently displaying the ENERGY STAR product qualification label (please submit examples of product labels and/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)*

Consumer Education

- Community outreach activities and messaging, *ENERGY STAR-themed promotions*
- Print, radio, television, direct mail advertising, brochures with ENERGY STAR messages, logo (please submit details of quality, quantity, frequency, reach)
- Public relations efforts, special events, press releases (please submit details of quality, quantity, frequency, reach)
- Inclusion of environmental messaging in any of the above activities
- *Web page (please submit examples and data on reach, i.e. unique visitors and average view times for pages that include ENERGY STAR-related content)*
- *Point-of-Purchase (POP) material (please submit examples and data on reach)*

Training Efforts

- Cooperation with retailers or utility/state/regional partners to increase ENERGY STAR information in customer (retail/distributor) product knowledge training (please provide a description of efforts -- e.g. collateral, e-mail/web-based, video, face-to-face presentations, manuals, specification sheets, newsletters etc. Include physical or photographic examples, where available and scope, number of employees reached, and any other measures of impact.)
- Integration of ENERGY STAR into sales-force and employee training (please provide a description of efforts – e.g. training manuals/newsletters, emails, new employee packets, presentations, etc.)
- Collaboration with EPA/DOE in the development of training activities
- *Number and percentage of sales representatives trained (and/or dealers trained) on ENERGY STAR*

Participation in Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors

- Leadership and/or participation in co-operative promotions (e.g. advertising, in-store, web-based, training events, *buy-downs/rebates*)
- In addition to a description of the promotion and the roles of participants, please include specifics on the duration, reach and impact.

Note: Descriptions of co-marketing activities should be accompanied with materials illustrating participation with distributors or other ENERGY STAR Partners (e.g. utilities) to educate consumers and sell more ENERGY STAR windows, doors, and skylights. 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.