



Department of Energy
Washington, DC 20585

February 3, 2005

Dear ENERGY STAR for Windows, Doors, and Skylights Partner:

The U.S. Department of Energy (DOE) is pleased to announce new display unit labeling guidelines for manufacturers and retailers of windows, doors, and skylights. This letter addresses the purpose of the new guidelines, their benefits, the timeframe for implementation, and the availability of supporting materials.

Purpose

The Department is establishing these guidelines to promote increased sales of ENERGY STAR qualified models by ensuring that prospective buyers are made aware of the ENERGY STAR option at the time of purchase. Since many, if not most, consumers encounter display units when they are making purchasing decisions, display units must be labeled in a way that provides clear and consistent information about the availability of ENERGY STAR qualified options.

Previously ENERGY STAR had no policy on labeling display units and many units were not labeled or were labeled in ambiguous or misleading ways. DOE has developed new labels specifically for display units because the standard ENERGY STAR product qualification labels could be confusing or misleading when used on display units since these units often represent both qualified and non-qualified versions of a particular product.

The Benefits

The display unit labels provide clear and unambiguous information about the availability of ENERGY STAR qualified models and should increase awareness of and requests for higher margin, ENERGY STAR qualified models. The display unit labels will serve as a tool for sales staff when they are present and, in sales settings where sales staff are less available, encourage even the unaided consumer to request ENERGY STAR. The new display unit label accomplishes this objective while having a minimal footprint (3.1 "x 2.5") on the display unit, although partners may produce labels at larger sizes if they wish.

IMPLEMENTATION CHECKLIST

Required:

___ Review ENERGY STAR's Display Unit Labeling Guidelines for Manufacturers and Retailers.

___ Order display unit labels using ENERGY STAR templates and label all applicable window, door, and skylight display units produced after **April 30, 2005**.

___ Distribute display unit labels to dealers and sales reps so that all existing display units are labeled by **July 31, 2005**.

Recommended:

___ Ensure sales staff are familiar with ENERGY STAR and the options to specify for a qualified unit.

___ Use point-of-purchase materials to highlight the benefits of choosing the ENERGY STAR option.

___ Make it easy for sales staff and customers to order the ENERGY STAR qualified product.

Timeframe

DOE requests that partners begin to use the new display unit labels as soon as possible and use the labels on all display units shipped after **April 30, 2005**. Recognizing that it takes time to work with dealers and retailers to label existing display units, DOE is allowing partners until **July 31, 2005** to label these units.

Supporting Materials

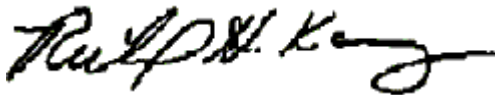
To help partners obtain the maximum benefit from the new labels, DOE has prepared the following:

1. **ENERGY STAR for Windows, Doors, and Skylights Display Unit Labeling Guidelines for Manufacturers and Retailers** (includes a quick guide for finding the right label and tips for getting the most from the new labels)
2. **Graphic design templates** available on the ENERGY STAR Web site
3. **ENERGY STAR Basics presentation module** to insert into sales trainings available on the ENERGY STAR Web site

Supporting materials are available on [ENERGY STAR's Partner Resources for Window, Door and Skylight Manufacturers and Retailers Web page](#).¹

Questions about the ENERGY STAR display unit labeling guidelines may be directed to Stephen Bickel, D&R International, sbickel@drintl.com or (301) 588-9387.

Sincerely,



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Manager, ENERGY STAR Products
U.S. Department of Energy

¹ http://www.energystar.gov/index.cfm?c=manuf_res.pt_windows