UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF
AIR AND RADIATION

January 10, 2011

Dear ENERGY STAR® Water Heaters Partner:

Thank you for supporting the ENERGY STAR program. As stated in the ENERGY STAR Partnership Agreement, EPA collects unit shipment data on an annual basis to determine the market penetration of ENERGY STAR qualified products. Attached, please find the unit shipment data collection form for calendar year 2010. This form must be completed and returned by **March 1, 2011**.

As noted on the form, partners must provide shipment data for all ENERGY STAR qualified products that were shipped to or within the United States from January 1, 2010 – December 31, 2010. If a particular model was qualified for ENERGY STAR for only part of the year, only count shipments of that model during that part of the year. If your company shipped no qualified products to or within the United States in 2010, you are still required to submit this form. A checkbox you may tick to indicate zero shipments is included for this purpose. EPA plans to use this data only for program evaluation purposes. EPA will release this information only as aggregated data and otherwise only to the extent required by law.

Shipments to Private Labelers
Partners should not report shipments to unaffiliated, private labelers that rebrand the partner's products. Instead, Original Equipment Manufacturers (OEMs) are asked to provide a list of companies that private label their products in the United States. This will help EPA confirm that all such shipments are submitted by other partners. OEM partners that ship only to private labelers must still submit a data collection form, and indicate zero shipments. All shipments should thereby be accounted for by the private labeler partners.

Trade Associations Aggregating Data
Air-Conditioning, Heating, and Refrigeration Institute (AHRI) has agreed to collect and aggregate unit shipment data from ENERGY STAR partners for this product category. Its members are encouraged to submit data directly to it, which will allow for all data to be aggregated and masked before submittal to EPA. The data collection form provides this organization's contact information for partners that wish to exercise this option. If you are submitting data through this organization, **do not** submit a duplicate data collection form to EPA, as well.

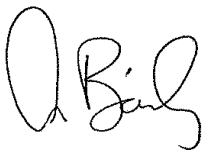
Submission Deadline and Partnership Implications
The submission of annual unit shipment data is a condition of partnership. Therefore, partners that fail to submit data by **March 1, 2011** will be suspended from the ENERGY STAR Program. Once your partnership is suspended, your ENERGY STAR qualified products will be removed from the qualified products list on the ENERGY STAR website, and your company name will be removed from the partner list. If your company has not submitted unit shipment data by **March 31, 2011**, your ENERGY STAR partnership will be terminated. If termination occurs, you must immediately stop using the ENERGY STAR name and mark in association with your company's name and products.

ENERGY STAR Unit Shipment Data Webpage
EPA's unit shipment data webpage, www.energystar.gov/usd, provides the data collection process timeline, a Frequently Asked Questions document (FAQ), data collection forms, EPA correspondence, and summary reports from previous years.

If you have questions about the data collection process or form, please contact Kathleen Vokes, EPA, at (202) 343-9019, vokes.kathleen@epa.gov, or Joshua Forgotson, ICF International, at (202) 862-2955, unitshipmentdata@icfi.com. EPA requests that you please view the website, in particular the FAQ, before contacting us with questions.

Thank you for your cooperation with this important requirement.

Sincerely,



Ann Bailey, Chief
ENERGY STAR Labeling Branch
U.S. Environmental Protection Agency