ENERGY STAR® FOR WINDOWS, DOORS, AND SKYLIGHTS

DISPLAY UNIT LABELING GUIDELINES FOR MANUFACTURERS AND RETAILERS

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OBJECTIVE

The purpose of these guidelines is to ensure that prospective buyers are presented with clear and consistent information about the availability of ENERGY STAR qualified options at the time of purchase in order to encourage increased sales of ENERGY STAR qualified windows, doors, and skylights. Since many, if not most, consumers encounter display units when they are making purchasing decisions, display units must be labeled. Previously, ENERGY STAR had no policy on labeling display units and many units were not labeled or were labeled in ambiguous or misleading ways.

DEFINITIONS

Display Units are defined as complete product samples displayed in showrooms, trade shows, etc., and whole or partial portable units, such as sample cut-away corners ("corner cuts"), used for sales purposes.

Standard Version or **Standard Product** refers to the version of a product that a customer will receive if he or she makes no special requests as to glass type.

LABELING REQUIREMENTS

LABEL USE

Manufacturers must label all display units for windows, doors, and skylights with an appropriate ENERGY STAR display unit label of the 12 versions shown in **Figure 1**.

- **Products marketed <u>with</u> a standard** glass package or door slab/frame/lite configuration that meets ENERGY STAR criteria in any climate zone may use an appropriate **Type 1 Label** *or* **Type 2 Label** based on marketing preferences. (When the partner wishes to highlight that the standard product is ENERGY STAR qualified in one or more regions the appropriate Type 1 Label would be used; when the partner prefers to emphasize that products are available that qualify in a fuller geographic range the appropriate Type 2 Label would be used).

- **Products marketed <u>without</u> a standard** glass package or door slab/frame/lite configuration, but which meet ENERGY STAR criteria in one or more climate zones with at least one offered glass package or configuration, must use the appropriate **Type 2 Label**.

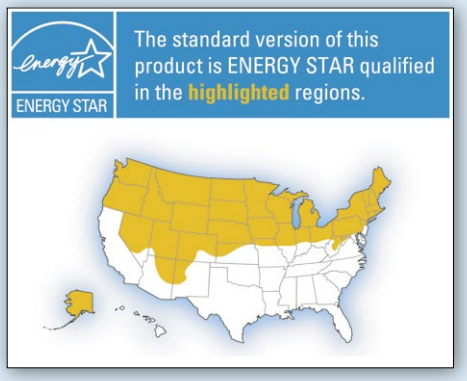
- To select the appropriate label, use the display unit label finders for **windows and doors** (**Tables 1** and **2**) and **skylights** (**Tables 3** and **4**).

Figure 1. ENERGY STAR Display Unit Labels

TYPE 1 LABELS	TYPE 2 LABELS
Standard product is ENERGY STAR qualified in one or more climate zones.	There is no standard product. (or alternative options qualify in more climate zones than the standard product)
LABEL **1** 	LABEL **7**
LABEL **2** 	LABEL **8**
LABEL **3** 	LABEL **9**

Figure 1. *cont.* ENERGY STAR Display Unit Labels

LABEL **4**



LABEL **10**

LABEL **5**

LABEL **11**

LABEL **6**

LABEL **12**

To download the display unit label templates and other supporting materials, visit the residential windows, doors, and skylights pages on the ENERGY STAR Web site at www.energystar.gov/windows and select "Partner Resources" from the right navigational bar.

WHICH LABEL SHOULD I USE?

For illustration purposes, some generalizations about which label a manufacturer is likely to use on display units for various products are provided below. Manufacturers should use the **Label Finders** (*see pages 6-8*) to determine the appropriate labels for their display units.

Most display units of manufacturers who **offer standard versions** of:	Most display units of manufacturers who **do not have standard versions** of:
• wood, vinyl, composite, or fiberglass frame windows with Low-E glass will use **Label 1** or **Label 2**. • continuous aluminum frame windows with Low-E glass or tinting will use **Label 3**. • wood, vinyl, composite, or fiberglass frame skylights with Low-E glass will use **Label 1**. • continuous aluminum frame skylights with Low-E glass will use **Label 3**.	• wood, vinyl, composite or fiberglass frame windows and offer Low-E and/or Low-E + Argon options will use **Label 7**. • continuous aluminum frame windows and offer Low-E and/or Low-E + Argon options will use **Label 9**. • doors will use **Label 7**. • wood, vinyl, composite, or fiberglass frame skylights and offer Low-E and/or Low-E + Argon options will use **Label 7**. • continuous aluminum frame skylights and offer Low-E and/or Low-E + Argon will use **Label 9**.

LABEL PLACEMENT

The ENERGY STAR display unit label must be placed on the display unit (**Figure 2**), including "corner cuts" (**Figure 4**) or dedicated point-of-purchase material (**Figure 3**).

Figure 2.

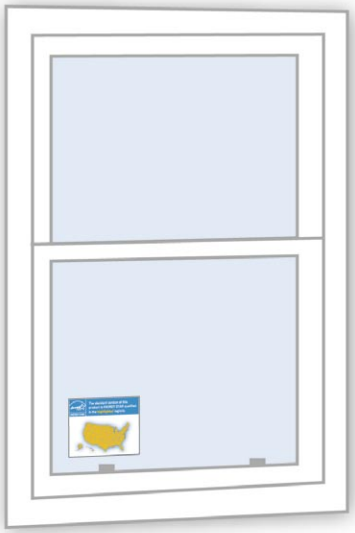
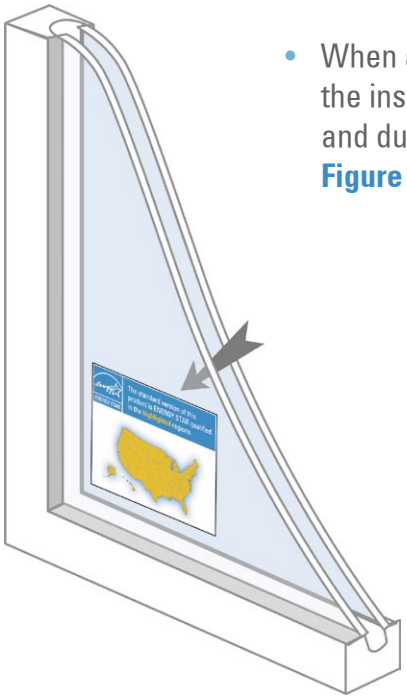


Figure 3.

- The preferred location for the label is the glass or slab surface or permanently connected point-of-purchase materials where consumers can easily read the text.

Figure 4.



- When applicable, the label may be placed on the inside surface of the glass for protection and durability as illustrated in the example in **Figure 4**.

PRODUCT QUALIFICATION LABELS

ENERGY STAR display unit labels may not be used to label qualified products intended for installation. Conversely, the product qualification label may not be used on display units.

- Units that the manufacturer sells for installation but which are subsequently used as display units without the provider's knowledge do not need to display the new display unit label (e.g., a product installed in a model home by a builder).

GRAPHIC DESIGN

The label design, including language and font, may not be altered in any way from the design templates. To download the templates, visit the residential windows, doors, and skylights pages on the ENERGY STAR Web site at www.energystar.gov/windows and select "Partner Resources" from the right navigational bar.

- **Minimum size: 3.1" x 2.5"**
- The label may be produced at any size greater than or equal to the minimum, provided relative proportions remain constant (width/height = 1.24).
- It is recommended that the labels be printed using the following three spot colors:

  YELLOW = Pantone #7409 C | CYAN = Process Cyan | BLACK = Process Black

  Alternatively, the labels can be printed as two-color by replacing the black with cyan.

LABEL FINDERS

ANSWER THIS QUESTION FIRST

Does the product come in a standard version?

IF **YES**,
use **Table 1** *or* **Table 2** for **windows and doors** and **Table 3** *or* **Table 4** for **skylights**.

IF **NO**,
use **Table 2** for **windows and doors** and **Table 4** for **skylights**.

ENERGY STAR CLIMATE ZONE MAP

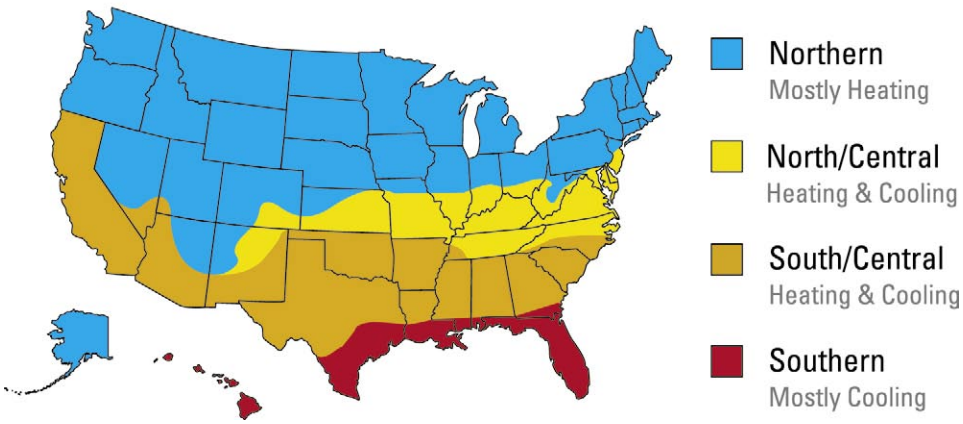


Table 1.
WINDOWS & DOORS:
The standard version is ENERGY STAR qualified

NFRC CERTIFIED PERFORMANCE RATINGS FOR THE STANDARD VERSION		
MEETS	QUALIFIES IN CLIMATE ZONE(S)	USES DISPLAY UNIT LABEL
U-Factor ≤ **0.35** SHGC ≤ **0.40**	ALL	LABEL **1**
U-Factor = **0.36 - 0.40** SHGC ≤ **0.40**	North/Central, South/Central, and Southern	LABEL **2**
U-Factor = **0.41 - 0.65** SHGC ≤ **0.40**	Southern Only	LABEL **3**
U-Factor ≤ **0.35** SHGC ≥ **0.56**	Northern Only	LABEL **4**
U-Factor ≤ **0.35** SHGC = **0.41 - 0.55**	Northern and North/Central	LABEL **5**
U-Factor = **0.36 - 0.40** SHGC = **0.41 - 0.55**	North/Central Only	LABEL **6**

Table 2.
WINDOWS & DOORS:
There is no standard product (or product with standard version has alternative options that qualify in additional climate zones)

NFRC CERTIFIED PERFORMANCE RATINGS FOR ONE OR MORE VERSIONS OF PRODUCT			
MEETS	AND IS NOT AVAILABLE WITH	QUALIFIES IN CLIMATE ZONE(S)	USES DISPLAY UNIT LABEL
U-Factor **≤ 0.35** SHGC **≤ 0.40**	Not Applicable	ALL	LABEL **7**
U-Factor **= 0.36 - 0.40** SHGC **≤ 0.40**	U-Factor **≤ 0.35**	North/Central, South/Central, and Southern	LABEL **8**
U-Factor **= 0.41 - 0.65** SHGC **≤ 0.40**	U-Factor **≤ 0.40**	Southern Only	LABEL **9**
U-Factor **≤ 0.35** SHGC **≥ 0.56**	SHGC **≤ 0.55**	Northern Only	LABEL **10**
U-Factor **≤ 0.35** SHGC **= 0.41 - 0.55**	SHGC **≤ 0.40**	Northern and North/Central	LABEL **11**
U-Factor **= 0.36 - 0.40** SHGC **= 0.41 - 0.55**	U-Factor **≤ 0.35** SHGC **≤ 0.40**	North/Central Only	LABEL **12**

Table 3.
SKYLIGHTS:
The standard version is ENERGY STAR qualified

NFRC CERTIFIED PERFORMANCE RATINGS FOR THE STANDARD VERSION		
MEETS	QUALIFIES IN CLIMATE ZONE(S)	USES DISPLAY UNIT LABEL
U-Factor *(NFRC 2001 rated at 20°)* **≤ 0.60** SHGC **≤ 0.40**	ALL	LABEL **1**
U-Factor *(RES97 rated at 90°)* **≤ 0.45** SHGC **≤ 0.40**		
U-Factor *(NFRC 2001 rated at 20°)* **≤ 0.75** SHGC **≤ 0.40**	Southern Only	LABEL **3**
U-Factor *(RES97 rated at 90°)* **≤ 0.75** SHGC **≤ 0.40**		
U-Factor *(NFRC 2001 rated at 20°)* **≤ 0.60** SHGC **= Any**	Northern Only	LABEL **4**
U-Factor *(RES97 rated at 90°)* **≤ 0.45** SHGC **= Any**		

**Labels 2, 5, 6 not applicable to skylights*

Table 4.
SKYLIGHTS:
There is no standard product (or product with standard version has alternative options that qualify in additional climate zones)

NFRC CERTIFIED PERFORMANCE RATINGS FOR ONE OR MORE VERSIONS OF PRODUCT			
MEETS	AND IS NOT AVAILABLE WITH	QUALIFIES IN CLIMATE ZONE(S)	USES DISPLAY UNIT LABEL
U-Factor *(NFRC 2001 rated at 20°)* ≤ **0.60** SHGC ≤ **0.40**	Not Applicable	ALL	LABEL **7**
U-Factor *(RES97 rated at 90°)* ≤ **0.45** SHGC ≤ **0.40**			
U-Factor *(NFRC 2001 rated at 20°)* ≤ **0.75** SHGC ≤ **0.40**	U-Factor ≤ **0.60**	Southern Only	LABEL **9**
U-Factor *(RES97 rated at 90°)* ≤ **0.75** SHGC ≤ **0.40**	U-Factor ≤ **0.45**		
U-Factor *(NFRC 2001 rated at 20°)* ≤ **0.60** SHGC = **Any**	SHGC ≤ **0.40**	Northern Only	LABEL **10**
U-Factor *(RES97 rated at 90°)* ≤ **0.45** SHGC = **Any**	SHGC ≤ **0.40**		

**Labels 8, 11, 12 not applicable to skylights*

TIPS FOR GETTING THE MOST BENEFIT

EMPOWER YOUR SALES STAFF

Provide sales staff with an easy rule of thumb to identify models/option packages that are ENERGY STAR qualified in their territory. For example:

> "All of our models with a Low-E glass package will be ENERGY STAR qualified in all 50 states."

Ensure that sales staff can explain ENERGY STAR to customers. For example:

> "ENERGY STAR is a government-backed program sponsored by the U.S. Department of Energy and U.S. Environmental Protection Agency to help consumers identify products that save energy."

> "Every ENERGY STAR qualified window, door, and skylight is independently certified to perform at levels that meet or exceed strict energy efficiency guidelines set by the U.S. Department of Energy."

> "ENERGY STAR requirements for windows, doors, and skylights vary by climate zone. A window that is energy efficient in Miami may not be in Fargo and vice versa."

FIVE EASY STEPS

1) Integrate ENERGY STAR basics into sales staff training curricula. For example:

- What is ENERGY STAR?
- ENERGY STAR criteria and climate zone map
- ENERGY STAR display unit labels used on your products
- How to know which models/options deliver ENERGY STAR

2) Include ENERGY STAR in "pocket training cards" or other quick reference tools used by sales staff.

3) Use relevant ENERGY STAR messaging in point-of-purchase materials.

4) Clearly identify ENERGY STAR qualified products in product literature, catalogues and ordering forms or systems. For example:

- Use the ENERGY STAR Certification Mark on an image or name of a qualified product with a note (or an asterisk associated with a note) indicating the climate zones where it qualifies (and the option packages if applicable). (**Figure 5**)

Figure 5.

All Series 1000 windows meet ENERGY STAR requirements for all climate zones when specified with Low-E.

- Use the ENERGY STAR Certification Mark on a page where one (or more) qualified product is featured with a note stating which models are ENERGY STAR qualified and specifying the climate zones (and option packages if applicable). (**Figure 6**)

Figure 6.

All 2000 Series windows with our Comfort Glass package are ENERGY STAR qualified for all 50 states.

- Use a color-code or other simple key to show ENERGY STAR qualification by climate zone for each model and option package. (**Figure 7**)

Figure 7.

Model Number	Window Type and Glazing Variations		U-Factor	SHGC	ENERGY STAR
3000	Double hung	Clear	0.51	0.60	~
		Low-E	0.37	0.33	NC, SC, S
		Low-E/Argon	0.33	0.33	N, NC, SC, S
4000	Single hung	Clear	0.50	0.60	~
		Low-E	0.35	0.33	N, NC, SC, S
		Low-E/Argon	0.31	0.33	N, NC, SC, S

- Always include a brief description of ENERGY STAR and a climate zone map. *(See map on page 6)*

5) Use ENERGY STAR to strengthen and simplify your sales message. See our newly updated Web pages on Residential Windows, Doors, and Skylights (www.energystar.gov/windows) for ideas and materials, including:

- Cost and energy savings
- Increased home comfort
- Sun damage/fade protection
- Reduced condensation
- General program information

Partners are free to borrow and use any of the Web site content without restriction.