



May 24, 2002

Dear Monitor Manufacturers:

In mid March, EPA contacted you to begin discussions on product labeling issues associated with the new ENERGY STAR[®] Partnership Agreement. As you know, the new Agreement requires partners to clearly display the ENERGY STAR label in product literature, on the top/front of the product itself, on the product packaging, and on Web sites. At that time, partners were asked to review a list of potential labeling ideas and submit additional ideas and comments to EPA.

Meeting Follow-Up. As promised at the April 29 EPA/Industry Monitor Meeting in San Francisco, CA, ENERGY STAR is following up with you to gather any final suggestions or comments you have on product labeling. ENERGY STAR is committed to identifying a few labeling ideas that are mutually acceptable to both EPA and computer and monitor manufacturers.

Next Steps. After evaluating and considering any final industry input *submitted by June 14*, EPA will present partners with approved approaches to product labeling in early July. The approved approaches will be added to each of the Computer and Monitor Agreements as an official interpretation. The official interpretation will be considered part of the agreement for these products and will be publicly available on the ENERGY STAR Web site.

Labeling Ideas. The current list of ideas, in no particular order, is provided below. Industry suggestions, while submitted by only a few manufacturers to date, are also included. Thank you to those who have provided feedback based on the March 14 letter. *If you have not responded to the original letter or if you would like to submit additional comments, I would appreciate the following: 1) your feedback on all 11 of the ideas below (i.e., Are they feasible in your opinion? Why or why not? Which ones do you like and dislike? Why?), and 2) your additional creative ideas.* As you review these ideas and generate new ones, please keep in mind that EPA is looking for approaches that are equivalent to labeling in terms of increasing the visibility of ENERGY STAR. With their significant retail presence and high user interaction, the labeling of monitors and computers is important to the long-term success of ENERGY STAR.

1. Build the ENERGY STAR label into the product design as outlined in the Partnership Agreement.
 2. Use temporary ENERGY STAR labels on the top/front of the product that can be removed by the consumer.
 3. Provide the ENERGY STAR label on the monitor base or stand. While not as visible as including the label on or around the monitor screen, it is being considered by EPA.
 4. Develop an ENERGY STAR folder similar to the Control Panel folder. Drive the consumer to the folder through compelling information in the user/instruction manual. (Note: A manufacturer proposed this option; the only downside is that it may not be feasible if the manufacturer sells the monitor separately from the computer.)
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5. Design a removable label for the power cord, similar to safety labels on some consumer products. While the label is not on the front of the product, ENERGY STAR finds this idea acceptable as it may help the consumer to make the connection between energy use and air pollution. It is limited to products that have non-detachable power cords.
6. Provide the label in an on-screen display. (Note: This idea came from a manufacturer during the EPA/Industry meeting. While interesting, additional details are required to fully evaluate its feasibility and usefulness.)
7. Incorporate the ENERGY STAR label into the boot up process. The label may appear during the initial boot up or all boot ups. (Note: Again, this option is limited if the manufacturer sells the monitor separately from the computer. Another concern may be the ENERGY STAR status of the computer.)
8. Include the label and a brief mention of ENERGY STAR on a promotional piece provided in the shipping box.
9. Display the ENERGY STAR label on any plastic protective coverings for the monitor.
10. Provide the ENERGY STAR label on any accessories, such as a mouse pad, shipped with the monitor.
11. Develop an ENERGY STAR point-of-purchase promotional item, such as a shelf talker, and work with retail staff to place it in retail stores along with qualifying monitor models.

Please note that EPA believes adding the label to the back plate is insufficient, as it does not increase the visibility of ENERGY STAR.

Final Due Date. Please submit your thoughts and suggestions to me at hershberg.craig@epa.gov or (202) 564-1251 by **Friday, June 14, 2002**. As mentioned before, I do not think the current list is exhaustive and welcome additional creative solutions from manufacturers.

Finally, if you were unable to attend the April 29 meeting, please visit the ENERGY STAR Web site at <http://yosemite1.epa.gov/estar/consumers.nsf/content/productsindex.htm> and scroll down to "Monitors" to view the Meeting Summary, Attendee List, Monitor Specification Development Timeline, and other program documents and correspondence.

I appreciate your time and attention in this matter. Thank you.

Regards,

A handwritten signature in cursive script that reads "Craig Hershberg".

Craig Hershberg, Product Manager
ENERGY STAR for Office Equipment and Consumer Electronics
