

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



OFFICE OF
AIR AND RADIATION

January 31, 2003

Dear ENERGY STAR Partner for Office Equipment:

In November, you received a letter from me announcing a change in the ENERGY STAR logo. The purpose of this letter is to provide you with additional information on the transition process to this new logo as it relates to office equipment partners in particular.

For ENERGY STAR qualifying office equipment products (computers, monitors, scanners, printers, copiers and multi-function devices), we are recommending that the new certification mark be used on products or packaging starting in 2005, and not before. For all other product categories, use of the new mark may begin effective immediately, with the expectation that the old mark will be phased out as production cycles allow.

We are recommending this 2005 date for the transition to the new mark for office equipment products so that the change can be made simultaneously within the European Union, which, as you know, has adopted ENERGY STAR for this product category. After consulting with the European Commission (EC), we project that making the necessary change to our agreement with the European Community will be complete by the end of 2005. It is worth noting that the EC is committed to facilitating a smooth transition in Europe and has agreed to make a formal presentation to the European Community ENERGY STAR Board, and initiate a formal consultation process with the US EPA concerning the new logo.

During the interim period between now and 2005, there are some steps we would encourage you to take in the interest of greater consistency. Consumer research completed as part of the logo redesign process indicates that consumers familiar with the old logos (both the four-color and line-art versions) will carry their recognition forward to the new one. However, there are several key steps you could take that would bring greater consistency to the market place. Please consider,

- switching to the line-art version of the old certification mark **on product and product packaging**. The line-art certification mark is most similar to the new certification mark.
- using the new promotional mark effective immediately for promotional materials and advertising.

- using the new ENERGY STAR Identity Guidelines, which will be distributed to partners in conjunction with the new logos in February. This document offers insight into how EPA will be promoting ENERGY STAR in the marketplace and how you can best leverage the ENERGY STAR platform for your energy efficiency efforts, offering a number of ways for you to build the promotional and partner marks and ENERGY STAR messaging into your materials.

Please feel free to contact me or your primary program contact if you have any questions. Thank you once again for your ongoing commitment to ENERGY STAR.

Sincerely,

A handwritten signature in black ink that reads "Ann Bailey". The signature is written in a cursive, flowing style.

Ann Bailey, Director
ENERGY STAR Product Labeling