



March 15, 2002

Dear Monitor Manufacturers:

In late 2000, ENERGY STAR[®] unveiled its new, streamlined Partnership Agreement (a.k.a. MOU), which is consistent across the more than 30 product areas now covered by ENERGY STAR. One of the advantages of this agreement is that it only needs to be signed once. After signing it, partners can expand their participation to new product categories simply by completing a Commitment Form.

Another important feature of the new format is that we made every effort to select the minimum set of requirements essential to the long-term success of ENERGY STAR. Among other things, 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 their Web sites. ENERGY STAR added this partner commitment for several reasons:

- To ensure that participating manufacturers are getting recognition for their efforts;
- To increase awareness of ENERGY STAR among consumers;
- To make it easy for consumers, retailers, and other stakeholders to identify energy-efficient models; and
- To maintain the integrity of the ENERGY STAR brand. Simply put, if we ask consumers to look for the ENERGY STAR label, we had better make sure it is visible in the marketplace.

For ease and simplicity, ENERGY STAR has been transitioning partners to the new agreement when implementing new or revised specifications. As you may know, ENERGY STAR recently decided to move forward with the development of a revised monitor specification. While working with industry on the energy-efficiency criteria, we also will need to discuss and resolve any labeling issues for the office equipment product category as a whole. Of note, the office equipment industry is the final group to make the transition to the Partnership Agreement.

Based on discussions with manufacturers last year, ENERGY STAR understands that some partners are uncomfortable with the requirement of labeling the product itself. Some of the more common concerns include:

- A desire to not include any competing brands on the product;
 - A preference for a transparent, seamless design; and
 - A sensitivity to costs to produce and apply the label.
-



In the spirit of partnership, ENERGY STAR would like to find some common ground with office equipment manufacturers. We understand that your products are sold through multiple distribution channels and that manufacturers may have different approaches to labeling. In the interest of further discussion, we have compiled a list of different potential labeling options or solutions that have been suggested for our consideration. While some raise certain implementation issues, we present them all in the interest of advancing creative thinking and further dialogue. Please keep in mind that industry ultimately does not have to agree to one approach, as we recognize that each manufacturer may have a different business model and preferred solution to complement it.

The following are some options, in no particular order, identified by 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 acceptable. Including the label on the back of the monitor will not be sufficient.
 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.)
 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 option acceptable as it may help the consumer to make the connection between energy use and air pollution.
 6. 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.)
 7. Include the label and a brief mention of ENERGY STAR on a promotional piece provided in the shipping box. (Note: ENERGY STAR will consider this option as long as the promotional piece is of adequate size to be easily identified by the consumer.)
 8. Display the ENERGY STAR label on any plastic protective coverings for the monitor.
 9. Provide the ENERGY STAR label on any accessories, such as a mouse pad, shipped with the monitor.
 10. 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 the above list is by no means exhaustive. In fact, we welcome additional creative solutions from manufacturers. Please submit your thoughts and suggestions to me at hershberg.craig@epa.gov or (202) 564-1251 by **Monday April 15, 2002**.

Product labeling will be one of the agenda items at an upcoming industry meeting on April 29-30, 2002 in San Francisco, CA to discuss the next phase of the monitor program. Meeting details will follow in subsequent correspondence and can be found at www.energystar.gov in the product development section. We hope you can join us.

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