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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Dear ENERGY STAR Partner,

With your help, the ENERGY STAR® label has become a powerful brand, trusted by consumers as the symbol for energy efficiency. Recognizing the value it offers customers, retailers and others are increasingly motivated to feature products that have earned the label. Doing so typically requires reconciling the product models they offer with ENERGY STAR qualified product lists -- a process that has been hampered by inconsistencies in the model identifiers used in different systems. To resolve this issue and facilitate sales of ENERGY STAR certified products, the Environmental Protection Agency (EPA) is planning to start collecting Universal Product Codes (UPCs) across all relevant ENERGY STAR product categories. This addition will allow UPC codes to be included on all qualified product lists and builds on the current infrastructure for certification information, which requires UPC codes for select appliances.

Including UPC codes in our qualified product lists will allow your ENERGY STAR certified models to be more easily matched with models sold in retail. EPA will be more readily able to link consumers to the shops where they can purchase your ENERGY STAR models using the ENERGY STAR Product Finder tool. Additionally, retailers will be better able to match their inventory with the ENERGY STAR list. In some cases, UPC codes are the only basis upon which retailers can showcase ENERGY STAR models. For example, as part of its Sustainable Shopping Initiative, Amazon is featuring certain ENERGY STAR Most Efficient product categories as Climate Pledge Friendly and needs a UPC code to match the certified models in their system.

EPA is pursuing two mechanisms for adding in UPC codes across the portfolio of models as appropriate. A UPC code field will be added to the core information EPA collects from Certification Bodies (CBs) to allow the provision of UPC codes as part of new certifications. Once this is implemented, new certifications for product types sold at retail (see list below) will be required to include a UPC code unless the specific model is not assigned a UPC code.

While CBs will have access to the new UPC code field to update existing certifications as well, EPA is planning an alternative mechanism for currently certified products that involves partners providing UPC codes directly to EPA via MESA with a simple upload file.

EPA plans to update systems and work with CBs so that both mechanisms are available in Spring 2021. For commercial products, partners will have the ability to provide UPC codes where available, but they will not be required to do so given that many commercial products are typically not assigned UPC codes.

Product Categories/Types requiring UPC codes:

- Audio Video
- Ceiling Fans
- Clothes Washers (already collect UPC)
- Clothes Dryers (already collect UPC)
- Computers
- Connected Thermostats
- Dehumidifiers
- Dishwashers (already collect UPC)
- Electric Vehicle Supply Equipment
- Freezers
- Imaging
- Lamps
- Luminaires
- Monitors
- Pool Pumps

- Refrigerators
- Room Air Conditioners (already collect UPC code)
- Room Air Cleaners
- Uninterruptible Power Supplies
- Vent Fans
- Telephony
- Televisions
- Water Coolers

Please share any questions or concerns about this approach with Kathleen Vokes at vokes.kathleen@epa.gov by February 3, 2021 to inform the timing and nuances to consider as we start building out the infrastructure. We will follow-up with partners when systems are set up and ready to accept UPC codes.

Thank you for your support of ENERGY STAR.

[For more information, visit: www.energystar.gov](http://www.energystar.gov)

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