



THIRD PARTY CERTIFICATION IMPLEMENTATION

ENERGY STAR® PRODUCTS

SUBJECT: ENERGY STAR Brand Owner Policy

DIRECTIVE NO. 2012-02

Date: 9/28/2012

To ensure that the ENERGY STAR name and trademarks are applied properly and consistently in the marketplace, the U.S. Environmental Protection Agency (EPA) enters into formal agreements with brand owners/licensees that clearly outline the terms and conditions for using the ENERGY STAR name and mark. For purposes of ENERGY STAR, this is the owner/licensee of the brand under which the product is sold to consumers or end users¹. As partners in the program, these organizations are held accountable to abide by the [ENERGY STAR program identity guidelines](#) to ensure proper use of the ENERGY STAR logo. This partnership also requires brand owners/licensees to ensure that their ENERGY STAR labeled products meet the program's efficiency criteria, as well as abide by other partner commitments. ENERGY STAR manufacturer partnership with the EPA is reserved for brand owners/licensees that sell or intend to sell products as ENERGY STAR in the United States and/or Canada. Partnership is not available to original equipment manufacturers (OEMs) that do not sell directly to consumers or end users.

Certification bodies (CBs) may not certify a product model as ENERGY STAR unless the CB confirms the brand owner/licensee of the model is an ENERGY STAR partner with an organization status that allows for product certification². As an ENERGY STAR partner, the brand owner/licensee may ask the OEM or other third-party to work with the CB directly to have the model certified as ENERGY STAR on their behalf. However, the CB must (1) establish that the partner is the brand owner/licensee and confirm it is an ENERGY STAR partner in good standing, (2) list the brand owner/licensee as the ENERGY STAR manufacturing partner associated with the certification, and (3) obtain information from the brand owner/licensee regarding product availability.

¹ It is EPA's general practice to partner with brand owners. In rare circumstances, EPA may partner with a brand licensee; CBs should consult with EPA when such circumstances may occur. In all cases, brand owners that provide exclusive market venues for a brand should be the ENERGY STAR partner associated with the product certification. (April 2014)

² Organizations must have an ENERGY STAR role and status that allows for certification of products. More information about these statuses and certification privileges is available in the [My ENERGY STAR Account \(MESA\)](#) tool.