



Room Air Cleaner Labeling Requirements

What You Need to Know

Rosemarie Stephens Booker, EPA,
ENERGY STAR Appliance Program Manager
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Webinar Agenda

- Creating Value with ENERGY STAR
- Review of new Room Air Cleaner mark
- Branding guidelines
- Labeling requirements
- Questions





Creating Value with ENERGY STAR

New Version 2.0 Specification

- 27% more efficient than a conventional model
- If all room air cleaners in the United States met the new Version 2.0 requirements, the energy cost savings would grow to more than **\$400 million** each year and more than **9 billion pounds** of greenhouse gas emissions would be prevented.

ENERGY STAR Brand Campaigns

- Earth Day (April)
- ENERGY STAR Day (October): Save Today, Save Tomorrow, Save for Good
- Holiday (November – December): Promote ENERGY STAR certified products as the perfect gift

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Look for the ENERGY STAR® Label and Start Your Savings!



Room Air Cleaner Mark

- Recognize ENERGY STAR certified room air cleaners for energy efficiency
- Highlights room air cleaner potential for providing health benefits
- Does not provide EPA endorsement of specific manufacturer claims



This product earned the ENERGY STAR label by meeting strict energy efficiency guidelines set by the U.S. EPA. Room air cleaners have demonstrated the potential for improving air quality and providing health benefits. EPA does not endorse manufacturer claims regarding the degree to which a specific product will produce healthier indoor air.



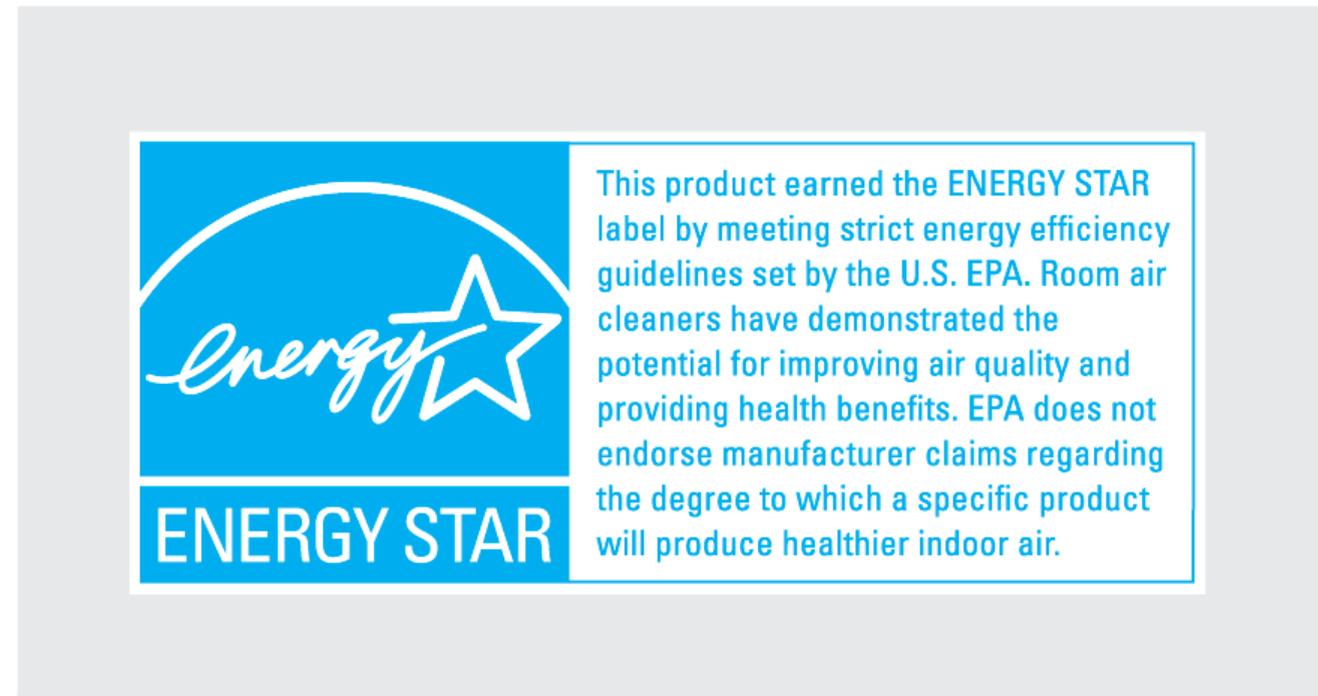


Labeling Requirements

- Defined in Room Air Cleaner Specification Version 2.0 Partner Commitments
 - Section 5.2 Labeling - Product Specific Commitments
- In addition to the ENERGY STAR certification mark, or instead of the certification mark, the **disclaimer label must be placed on the product packaging of ENERGY STAR certified room air cleaners.**
- Required minimum dimensions are 1.5" x 3.5" (vertical) and 3.5" x 1.5" (horizontal).
 - Label can be enlarged as long as ratios are maintained



Example Package Placement





ENERGY STAR

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Brand Guidelines

- Mark is to be placed on certified product packaging
- Preferred use is cyan mark, available in horizontal and vertical orientation.
 - The mark is also available in black
- All versions of the mark and supporting brand guidelines document are available for download through partners' My ENERGY STAR Account (MESA)



Guidelines for using the ENERGY STAR® Room Air Cleaner Mark

The simple choice for energy efficiency. ENERGY STAR

October 15, 2019

The ENERGY STAR room air cleaner mark is designed to recognize room air cleaners that have earned the ENERGY STAR for energy efficiency while clarifying limitations in terms of EPA endorsement of associated health claims. This document supplements the *ENERGY STAR Brand Book* and provides guidance on how to properly use the ENERGY STAR room air cleaner disclaimer mark.

Using the Mark Correctly

The ENERGY STAR room air cleaner mark, which includes the following statement, shall be placed on the product packaging of ENERGY STAR certified air cleaners:

"This product earned the ENERGY STAR label by meeting strict energy efficiency guidelines set by the U.S. EPA. Room air cleaners have demonstrated the potential for improving air quality and providing health benefits. EPA does not endorse manufacturer claims regarding the degree to which a specific product will produce healthier indoor air."

The minimum required dimensions for the vertical and horizontal disclaimer labels are 1.5" x 3.5" and 3.5" x 1.5". The graphic is scalable if the partner wishes to enlarge it for larger product packaging surfaces.

This mark is available to any organization that has signed a Partnership Agreement, is currently an active partner with EPA's ENERGY STAR program, and has one or more room air cleaner products certified as ENERGY STAR under the current Room Air Cleaner specification. It is available for download on the ENERGY STAR website.

Correct Use:

- Placed on certified product packaging.
- The mark may be resized, but the proportions must be maintained. The lettering inside the marks must remain legible when reproduced for print or electronic formats.
- EPA requires that a clear space surround the mark at all times. No other mark elements, such as text or images, should appear directly next to the mark.
- The color for the marks is 100% cyan; Alternate versions in black are allowed, but cyan is preferred.

Incorrect Use:

- Do not use the mark on products that have not earned the ENERGY STAR, including applications pending.
- Do not use the mark on products that are not ENERGY STAR certified.
- Do not alter the look of the mark.
- Do not rotate the mark.
- Do not separate any elements of the mark.
- Do not violate the clear space requirements.

Example Package Placement:

When Writing About ENERGY STAR:

- The ENERGY STAR name should always appear in all capital letters and as two words.
- The registration symbol ® must be used the first time the words "ENERGY STAR" appear and the ® symbol should then be repeated in a document for each chapter title or Web page.
- The ® symbol should always be in superscript.
- There should be no space between the words "ENERGY STAR" and the ® symbol.
- Companies must abide by all pertinent rules outlined in the *ENERGY STAR Brand Book* when using ENERGY STAR marks. The *ENERGY STAR Brand Book* is available at energystar.gov/logouse.

ENERGY STAR Review Policy

- To help avoid inadvertent misuse of the ENERGY STAR® marks, EPA strongly recommends that partners submit any promotional efforts that feature ENERGY STAR for review prior to final production or printing, particularly if the marks are being used in a new way. Submitted materials will be reviewed for consistency with these guidelines. EPA strives to provide feedback within two business days of receipt of the materials. Large-scale efforts may require a longer review.

Mark Violations

EPA actively monitors proper use of the ENERGY STAR name and marks, including the use of the ENERGY STAR room air cleaner mark. The following explains the general course of action for addressing mark violations:

- Anyone who misuses the marks will be contacted in writing or by telephone.
- A reasonable amount of time will be given to correct the error(s) per EPA's discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
- Follow-up will be conducted to ensure that the error(s) has/ have been corrected. Failure to make the required change may result in withdrawal of recognition.

For More Information:

If you have questions regarding the use of the ENERGY STAR room air cleaner mark, please email logo@energystar.gov

EPA United States Environmental Protection Agency

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Brand Guidelines

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- General course of action for addressing violations:
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Labeling Requirements

- In addition to the disclaimer label, partners must include the following statement in the Instruction Manual and on the partner's website:
 - *The energy efficiency of this ENERGY STAR certified model is measured based on a ratio between the model's CADR for Smoke and the electrical energy it consumes, or CADR/Watt.*
- The placement of this statement shall be in close proximity to the ENERGY STAR mark and any text describing the ENERGY STAR program and/or certified products.



Questions?

Key Contacts

Marketing & Labeling

- Rosemarie Stephens-Booker, EPA, stephens-booker.rosemarie@epa.gov
- Sarah Duffy, Cadmus, sarah.duffy@cadmusgroup.com

Product Development

- Ga-Young Park, EPA, park.ga-young@epa.gov
- Emmy Feldman, ICF, emmy.feldman@icf.com

ENERGY STAR. The simple choice for energy efficiency.



Thank You!

