



Dear ENERGY STAR Partner,

With this letter we would like to highlight recent results across the ENERGY STAR partnership as well as inform you of some upcoming changes to the ENERGY STAR label.

The ENERGY STAR program continues to be a powerful platform for improving the environment through energy efficiency. As of the year 2001, our combined efforts have helped:

- Build awareness of the ENERGY STAR label to about 40 percent nationally;
- Americans purchase more than 750 million products carrying the ENERGY STAR; and
- Increase the market share of ENERGY STAR qualified products.

Across the program we are now saving the energy generated from 30 power plants, avoiding the greenhouse gas emissions from 12 million vehicles, while saving Americans about \$6 billion annually on their energy bills.

You, along with all our partners, are contributing significantly to all this success by offering ENERGY STAR qualifying products and helping consumers find them. Each month, more than 600 companies advertise products that have earned the ENERGY STAR.

In the interest of even greater successes in the future, we have recently completed a thorough review of the ENERGY STAR logos. We are writing now to inform you of a short set of refinements to the ENERGY STAR logo we believe will enhance our joint efforts. The refinements can be summarized as follows:

- Zooming in on the ENERGY STAR symbol (half globe, script, and star);
- Placing the symbol in a more standard shape – a square;
- Placing the words ENERGY STAR under the square; and
- Making the logo one color – blue



The advantages of the new ENERGY STAR logo are:

- The new logo will work better across a range of sizes and backgrounds.
- It will work well, particularly in retail settings.
- It maintains a strong environmental feel by being shaded blue.
- Those who do not discern the words ENERGY STAR in the graphic will still connect the logo with ENERGY STAR because the name will accompany it underneath.
- It is easy to produce and reproduce by being one color only (100% cyan).
- It will be relatively easy to transition to because it retains the features of the existing mark.

The transition to the new logo will begin in January 2003 and is expected to take two years. Initially, you can expect to see it on the ENERGY STAR Web site and soon thereafter on your invitation to the 2003 ENERGY STAR Awards Ceremony. In early January, we will notify you that the new logo, in its various forms (certification, promotional and partner marks), is available and offer a number of ways to access it. At that time, we will provide more detailed guidance on the transition to the new logo and its proper use. Before then, we will be happy to work with you on a case-by-case basis, especially if you are currently undertaking the development of communications materials or other applications having particularly long lead times.

We are quite excited about the new logo and its ability to enhance our efforts over the coming years. With this cleaner, crisper symbol we will most certainly achieve even greater results. Please expect your more detailed letter about the new logo in January. And please feel free to contact us or your ENERGY STAR program representative if you have any questions or comments.

Sincerely,

A handwritten signature in black ink that reads "Ann Bailey". The signature is fluid and cursive.

Ann Bailey, Director
ENERGY STAR Product Labeling
US Environmental Protection Agency

A handwritten signature in black ink that reads "Richard H. Karney". The signature is fluid and cursive.

Richard H. Karney, P.E.
ENERGY STAR Program Manager
US Department of Energy



ENERGY STAR