

Attention all ENERGY STAR® Ceiling Fan Partners,

Please take a moment to read the information provided below which includes information on the upcoming industry meeting, testing clarifications, new promotional templates, and updates to ceiling fan lighting requirements.

1. Mark your Calendar – Ceiling Fan Industry Meeting at Dallas Market, June 2002

ENERGY STAR will hold an industry meeting on Monday, June 24th following Dallas Market. You will receive more information over the next month regarding location, times, and agenda items. Discussion topics at this meeting will include Tier 1 and Tier 2 requirements of the specification, testing procedures, marketing opportunities, and more. If there is a specific agenda item that you would like to discuss, please send your request to Rebecca Miller, ICF Consulting, at rmiller@icfconsulting.com.

2. Important Testing Clarification

Fan models that differ in every respect but finish must be tested and reported separately. All fans listed on the Qualified Product Information (QPI) form along with the representative model should be identical to that model with exception to finish. In addition to the motor and blade design, there are a number of variables that can affect air flow measurements. This requirement will ensure more accurate results for each individual ceiling fan model.

3. Labeling Requirements: Posting the ENERGY STAR logo on your Web site

Under the Program Requirements for Residential Ceiling Fans you are required to include the ENERGY STAR logo on your Web site. Please read the specific labeling requirements below:

The ENERGY STAR label must be clearly displayed on product packaging, in product literature (i.e., user manuals, spec sheets, etc.), and on the manufacturer's Internet site where information about ENERGY STAR qualified models is displayed.

If you have qualified products listed on your Web site, please make sure that the ENERGY STAR certification logo is included next to it. If you need electronic copies of the ENERGY STAR logo, please contact Rebecca Miller at rmiller@icfconsulting.com.

4. New Promotional Templates to Use at Dallas Market

Attached are a few ENERGY STAR promotional templates for you to co-brand with your company logo and display in your booth at Dallas Market. Included are templates for vertical posters, banners, and hang tags – also available are templates for magnets, static cling stickers, and buttons. These are available in both 2 and 4-color formats. Contact Rebecca Miller at (202) 862-1266 for more information.

The graphics used in these templates are in sync with ENERGY STAR'S National **Change** campaign. This 2-year campaign was launched in November 2001 to raise consumer awareness of ENERGY STAR and energy-efficient products. The goal:

Protect our environment for future generations by changing to more energy-efficient practices today.

Please visit the ENERGY STAR Web site at www.energystar.gov/change for more information on how you can participate in the national **Change** campaign.

Note that these files are in Quark format so that you may co-brand the materials. Your graphics department should be able to open this file format. Please contact us if this format is not compatible with your production needs.

- 5. Flex Your Power to Promote ENERGY STAR Labeled Ceiling Fans in TV Spot**
Flex Your Power will be running a TV commercial during the month of May promoting ENERGY STAR labeled ceiling fans with lighting. The commercial will air for three weeks throughout the state of California. Flex Your Power, a consumer education initiative developed by the California Energy Commission (CEC), offers consumer tips for conserving energy and saving money. For more information on this program, visit the Flex Your Power Web site at www.flexyourpower.ca.gov.
- 6. Cool Change Promotion Launched April 1st**
ENERGY STAR officially launched its *Cool Change* promotion on April 1, 2002. *Cool Change* is a sales promotion designed to increase consumer education about and sales of ENERGY STAR qualified cooling products, including ceiling fans. Outreach over the next few months will include radio, TV, and print advertisements to 20 different media markets spanning from coast to coast. Partners participating will be able to customize templates provide by ENERGY STAR in order to pitch a local message, promoting their own products, while leveraging off of a national platform. All ceiling fan partners will benefit from this first wave of media activity focused on ENERGY STAR qualified ceiling fans! For details on how ENERGY STAR is promoting Cool Change visit the Web site at www.energystar.gov/coolchange.
- 7. Wanted: ENERGY STAR Ceiling Fan Inventory**
Do you market your ENERGY STAR ceiling fans to showrooms? If so, we would like to know what regions your ENERGY STAR labeled ceiling fans are being sold. ENERGY STAR is working closely with the American Lighting Association (ALA) to promote ENERGY STAR ceiling fans and we want to make sure we include your sales regions. Send your regional showroom inventory updates to Rebecca Miller at rmiller@icfconsulting.com.
- 8. New Specifications for ENERGY STAR Qualified Residential Light Fixtures**
On April 1, 2002 the ENERGY STAR for Residential Light Fixture Program Requirements Version 3.1 was released. **Please note that ceiling fan light kits that were qualified under Version 3.0 remain qualified under Version 3.1.** The following list details the changes between Version 3.0 and 3.1:

 - Allow fixtures that use linear magnetic ballasts to qualify for ENERGY STAR until February 1, 2003.
 - Allow manufacturing data to be supplied for the following performance characteristics: power factor, maximum case temperature, ballast frequency, and transient protection.
 - Updates made to Table 3 – Reference Standards and Required Documentation to include recently revised standards.
 - Incorporates the clarifications provided in the December 10, 2001 ENERGY STAR Letter of Clarification into the body of Version 3.1.

- Improves readability by reformatting the lay-out of Tables 1- *Indoor Fixtures*, 2A and 2B- *Outdoor Fixtures*, Table 3- *Reference Standards and Required Documentation*, and re-arranged text in section 4, *Qualification Process, Acceptable Testing Facilities, Testing Standards & Required Documentation*.

If you have any questions regarding the new residential light fixture specifications, please contact Meghan Grady, ICF Consulting, at mgrady@icfconsulting.com.

Thanks for your continued support of ENERGY STAR for Residential Ceiling Fans!