

The ENERGY STAR® label for ceiling fans has been launched!

The specification for ENERGY STAR labeled ceiling fans was announced at the National Hardware Show in Chicago on August 13. EPA thanks the Charter Partners for their participation and looks forward to working with utilities, retailers, light fixture and compact fluorescent manufacturers to promote the new specification.

Charter Partners

Air Cool	Angelo Lighting Company	Casablanca
Concord Fans	Craftmade International	Litex Industries, Inc.
Emerson Electric	Hunter Fan Company	King of Fans
Minka Aire	Modern Fan Company	SMC Marketing Corp.
The Home Depot	Lowes Home Improvement Warehouse	

We are pleased the launch received attention from a variety of sources including the National Association of Homebuilders, Environmental Building News, Home Furnishing News and other key stakeholders. We expect additional press over the coming months. Bob Nardelli, President and CEO of Home Depot, also referred to ENERGY STAR in his keynote speech at the hardware show:

"Given the existing energy shortage and associated rise in energy costs, consumers are looking for new ways to reduce their energy bills. Home Depot is a leader in providing ENERGY STAR labeled ceiling fans to our customers; we pride ourselves on offering these and other products that reduce energy use without sacrificing style or comfort for an increasingly demanding consumer."

Next Steps for Partners

EPA would like to make the transition to marketing ENERGY STAR ceiling fans as smooth as possible for its participants. EPA would like to schedule several conference calls to address any key issues and questions that charter partners, other interested manufacturers and stakeholders may have. EPA plans to offer several times for conference calls to accommodate Partners schedules. Should Partners not be able to participate in any of the conference calls as scheduled, they may contact Kate Lewis directly at (202) 564-3531 / lewis.katef@epa.gov

The conference calls will address any questions or topics partners may have including the following:

- How to receive marketing implementation assistance from EPA
- How to properly use the ENERGY STAR logo in advertisements and materials
- How to qualify residential light fixtures as ENERGY STAR that are sold with fan models or separately
- The status of the performance label for ceiling fan packaging

- An update on test lab's plans for offering test services
- Utilities offering rebates
- EPA's plans for a spring 2002 home cooling initiative

Scheduled conference call dates and times

- Thursday, September 6 -- 4:30 PM EST
The phone number to call is (888) 311-5506 / pass code 2500821
- Friday, September 14 -- Time to be announced

Please note: EPA intends to schedule another date and time in the late fall to discuss issues related to tier 2 of the specification. EPA would also like to offer a separate call for retailers to be scheduled in the coming weeks.

Partners wishing to discuss marketing issues such as those noted below should contact Kate Lewis at (202) 564-3531 / lewis.katef@epa.gov. For technical questions please contact Chris Calwell of Ecos Consulting at (970) 259-6801 / calwell@ecosconsulting.com

Tradeshows: Partners may promote their ENERGY STAR qualified ceiling fans at other trade shows before and after January 1, 2002.

The ENERGY STAR Home Improvement Program will begin a promotion of the ENERGY STAR Home Ceiling Upgrade Package of which ceiling fans will be a component.

The ENERGY STAR Annual Dinner: Partners and other interested parties are invited to attend The EPA's annual ENERGY STAR Program dinner in March 2002. The event will be held in Washington D.C. to recognize the outstanding efforts of ENERGY STAR partners.

The Change Campaign: EPA's national ENERGY STAR promotional campaign will be kicked off in October. Learn more about how to leverage the activity of the campaign.

Visit <http://www.energystar.gov/library> and look for ceiling fans to find this document