

From: russta@jeld-wen.com
To: Richard.karney@ee.doe.gov; lbodner@drintl.com
Sent: Wednesday, March 12, 2003 10:28 PM

Subject: Proposed ENERGY STAR Windows Criteria

JELD-WEN is a long time ENERGY STAR Window Program partner. Because of our commitment to the program, we looked at both window label alternatives carefully. Our recommendations are, from a manufacturing perspective, looking at which labeling option will provide more opportunity for maximum qualifying product sales, and the resulting energy savings.

The Four Zone Alternative is difficult to manufacture and label, cumbersome for retailers to order, track, & train sales staff, and confusing to customers trying to make a buying decision.

We recommend the Three-Zone Alternative as it provides the simplest option for manufacturers to build and label qualifying products. It simplifies ordering for retailers, and makes it easier to train sales staff on product benefits. The resulting simplified manufacturing, ordering, and retailing from a three-zone label puts more qualifying products in front of consumers, who can more easily recognize and understand the ENERGY STAR Window Program label.

A simpler label will result in more consumers purchasing ENERGY STAR qualifying windows, doors & skylights, which will result in higher national energy savings.

Thanks,

R.M. (Russ) Taylor
Jeld-Wen – Marketing Support
russta@jeld-wen.com