



WINDOWS & DOORS

www.gorell.com

2004, 2005 and 2006 ENERGY STAR® Partner of the Year
2006 Sustained Excellence Award

1380 Wayne Avenue ■ Indiana, PA 15701



ENERGY STAR Logo Usage Guidelines

ENERGY STAR has developed strict guidelines that both partners and non-partners must abide by when using the ENERGY STAR logos in marketing or sales efforts. When promoting Gorell ENERGY STAR qualified products, Gorell dealers should use the ENERGY STAR linkage marks, which can be downloaded from this page. These marks can be used on product literature, advertisements, web sites, etc., when promoting Gorell products.

Dealers must also use the following guidelines when writing or talking about:

THE ENERGY STAR PROGRAM

- Always write ENERGY STAR in all capital letters.
- Use the ENERGY STAR with the registered trademark symbol in superscript for the first mention of ENERGY STAR in any print piece.

PRODUCT QUALIFICATION

- State that a product is “ENERGY STAR qualified” or “has earned the ENERGY STAR.”
- Do NOT say that a product is ENERGY STAR compliant, certified or rated.
- State that a product meets “ENERGY STAR guidelines,” “ENERGY STAR specifications,” or “ENERGY STAR performance levels.”
- Do not say that a product “meets ENERGY STAR standards,” “is EPA/DOE approved,” or “is EPA/DOE endorsed.”

PARTNERSHIP

- Use “ENERGY STAR partner” to describe your organization’s role in ENERGY STAR if the company has signed a partnership agreement with ENERGY STAR. Alternately, partners and other organizations may use “a company participating in ENERGY STAR” or “a company promoting ENERGY STAR.”
- Do not use “ENERGY STAR company,” “a company endorsed by EPA/DOE,” or “an EPA/DOE approved seller of ENERGY STAR equipment,” to describe your company’s role in ENERGY STAR.

If you have any questions regarding using ENERGY STAR in your advertising or marketing efforts, contact **Melanie Thomas** at 800-946-7355 or email her at mthomas@gorell.com.

Complete ENERGY STAR logo usage guidelines are available at www.energystar.gov/linkage.



Gorell is proud to partner with the
National Crime Prevention Council.

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