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## Promote Gorell ENERGY STAR® qualified windows and doors!

Gorell offers a wide selection of marketing and sales materials—including literature, ad slicks, logos and much more—that can help you sell more highly energy-efficient Gorell windows and doors

### WHAT IS ENERGY STAR®?

ENERGY STAR is a program run by the United States Department of Energy and Environmental Protection Agency, designed to help individuals and businesses protect the environment through superior energy efficiency. The ENERGY STAR label can be affixed only to windows and doors that meet specific U-value and shading coefficient ratings for one or more regions of the U.S. These ratings are achieved through independent testing done to NFRC\* standards. The ratings a window achieves will differ because of variables such as the glass used, style and product design.

Learn more about the ENERGY STAR program at [www.energystar.gov](http://www.energystar.gov).

\* National Fenestration Ratings Council, a federal program created to establish standardized testing procedures and ratings of window and door product.

### BECOME AN ENERGY STAR PARTNER

ENERGY STAR would like to have your company as an ENERGY STAR partner to increase awareness of energy-efficient products. This FREE partnership will enhance your credibility and separate you from the competition. Join today by contacting Melanie Thomas, Gorell Marketing, at 724-465-1800 or email her at [mthomas@gorell.com](mailto:mthomas@gorell.com).

### PARTICIPATE IN GORELL'S ENERGY STAR TRAINING PROGRAM:

This excellent program is designed to train your sales professionals on ENERGY STAR. It encompasses an overview of the ENERGY STAR program, the anatomy of energy-efficient windows and more. Download the training curriculum from this page and study the information. Then contact your Gorell sales manager or Gorell Marketing to request the evaluation. You will receive a certificate once you achieve a score of 100% on the evaluation.

### GORELL ENERGY STAR AND GREEN MARKETING TOOLKIT CD

The exclusive new ENERGY STAR® and "Green" marketing kit CD can help you sell more ENERGY STAR qualified Gorell windows and doors! The CD gives you access to a vast collection of sales and marketing tools—including literature, ad slicks, logos and much more. Contact your Customer Service Representative to request a CD today!



#### ENERGY STAR LOGO AND USAGE GUIDELINES

[Promotion Guidelines](#)  
(67 KB) PDF File.

[ENERGY STAR Partner of the Year and Sustained Excellence Award Bug](#)  
(398 KB) PDF File.

[ENERGY STAR Logo -- Ask About Version](#)  
(492 KB) PDF File.

[ENERGY STAR Logo -- We Sell Version](#)  
(467 KB) PDF File.

#### ENERGY STAR VIDEO



#### RELATED LITERATURE ITEMS

[Gorell ENERGY STAR® Brochure](#)  
(539 KB) PDF File.

[Understanding U-Values Leaflet](#)  
(375 KB) PDF File.

[ENERGY STAR Activity Booklet](#)  
(2.13 MB) PDF File.

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