



GENERAL GUIDANCE ON ACCEPTABLE EPEAT® MARCOM CLAIMS IN MULTI-COUNTRY SYSTEM

In countries that are on the eligible list, and where a product is EPEAT registered:











- If the product is only marketed in all eligible countries or a specific subset of eligible countries, and is rated the same in all countries where it is sold, it is acceptable for subscribers to follow the current guidelines for marketing communications. Note: Such marcom must refer to the specific model name registered and sold in the countries in question – not a generic family name that might apply elsewhere, OR if a consistent model name is widely used, the marcom must be geographically limited.
- If a product is sold and registered differently in multiple eligible countries, statements such as “Product Model X is rated EPEAT Gold”, are acceptable if they include specific country information (e.g. “...registered Gold in the UK”)
- If the product is registered at different levels in different countries or not registered in some eligible countries where it is sold, marcom must contain the phrase “EPEAT ratings vary by location - see www.epeat.net for registration status by country”.
- Subscriber may make general claims such as “EPEAT registered where applicable – see www.epeat.net for registration status by country”.



In countries not on the EPEAT list

- Subscribers may communicate that a product is registered at a specific level in a specific location elsewhere (for example “EPEAT Gold registered in the US”) but must make clear that registration does not apply in the non-eligible country where the product is being sold, using the phrase “EPEAT ratings vary by country – see www.epeat.net for registration status by country.”.

SPECIFIC EPEAT® MARCOM SCENARIOS

NOTE: In all scenarios described below, “Product Model ABC” and so forth means the precise model number of a particular product – model names/numbers used in specific geographic markets. It does not refer to the overall marketing name of a product line (Latitude 300, Portege 500, ThinkPad X300, , etc), which may be used in multiple markets worldwide.

	SCENARIO	ACCEPTABLE CLAIMS
1	Product model ABC is registered and only sold in a single country; OR marcom containing claim is only distributed in a single country.	“Product Model ABC is registered EPEAT Gold” 
2	Product model XYZ has the same ranking in all of multiple countries where it is registered and sold. It is not sold outside those countries; OR marcom containing claim is not distributed outside those countries.	“Product Model XYZ is registered EPEAT Gold” 
3	Product model GHI is registered and sold in multiple eligible countries, but has different rankings in each or is not registered in some eligible countries . (e.g. Model GHI is sold in the UK registered Gold, in France registered Silver, and sold but unrated in Germany). Product is not sold outside eligible countries.	“EPEAT Gold in UK, EPEAT Silver in France”  <p style="text-align: center;">OR</p> “EPEAT registered in UK, and France – see www.epeat.net for registration status by country” 
4	Product model DEF is registered and sold in multiple countries, some eligible and some not. It is ranked differently in the eligible countries where it is sold. (e.g. Model DEF sold in US/Canada/Mexico – ranked Gold in US, Silver in Canada, not rated in Mexico because not on the eligible country list)	“EPEAT Gold in the US, EPEAT Silver in Canada”   <p style="text-align: center;">OR</p> “EPEAT Gold in the US, EPEAT Silver in Canada, not applicable in Mexico”   <p style="text-align: center;">OR</p> “EPEAT registered where applicable/supported, see www.epeat.net for registration status by country” 
5	Generic statement with no mention of ranking for a product model sold in multiple (eligible and non-eligible) countries.	“EPEAT registered where applicable/supported. EPEAT registration varies by country - see www.epeat.net for registration status by country.” 
6	Generic statement to cover a product model	Claim: “EPEAT Gold Registered in US. EPEAT registration

	sold at different rankings in different countries and in eligible and non-eligible countries .	varies by country – see www.epeat.net for registration status by country.” 
7	Product model is registered in multiple (eligible and non-eligible) countries at multiple rankings but manufacturer wants to give a single generic message regarding EPEAT to cover all areas sold.	Claim: “Manufacturer X registers products in the EPEAT environmental performance rating system. EPEAT registration varies by country - see www.epeat.net for registration status by country.” 
8	Product model is registered in multiple countries but customized reference to EPEAT and EPEAT product rankings is too difficult to implement in product materials or marketing materials	Claim: None – simply do not reference EPEAT in the materials