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EPEAT® Subscriber Update

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➔ Brand refresh underway!

As Subscribers know from numerous earlier communications, EPEAT is transitioning to a new logo and corresponding new website.

June 15 the logo transition starts, and the new website will have a soft launch at the end of the week, with a modest public announcement the following Tuesday, June 21.

This identity transition is the culmination of a long process with much input from stakeholders and generous financial support from a number of our longstanding Subscribers.

We look forward to presenting this fresh face to the world - especially in the enterprise, SMB and consumer markets. And we hope that the new logo and OEM toolkit, will provide Subscribers with easy-to-use support for your efforts to promote green products and initiatives.

Some notes follow on the details of implementation - please share these once again with your marketing colleagues to ensure consistency across the system as we jointly launch EPEAT's new graphic identity.

Best - [Sarah O'Brien](#)

➔ New Logo Launch June 15

PLEASE NOTE that the launch date for the new logos to be used in all newly produced materials is [June 15th - this Wednesday](#).



Please reach out once again to your marketing colleagues to alert them to this (immediate) deadline, and ensure that they are prepared to make the changeover. (See link below to forward this email as an easy reminder.)

Anyone with Subscriber password access can download the OEM Toolkit containing new logo files, the EPEAT Brand Style Guide and the logo implementation timeline from your My Account page at [epeat.net](#).

A reminder: though aware of the complexity of managing global marcom, we ask that to the best of your abilities, you respect

the August 31 final phaseout deadline for materials bearing the old logo.

→ New Website Deployment

As the new website is deployed at www.epeat.net at the end of this week you will see a very different look and feel, even on "backend" password protected pages.

However the product registration application will remain functionally exactly the same. We elected not to change the registration layout or processes, to ensure that there is no disruption in your teams' ability to register products and interact with your product listings.

Of course any new deployment can create some unforeseen glitches - and while we will be testing all new pages repeatedly before and after deployment, it is possible you will encounter a problem.

If so, please contact [Sarah O'Brien](#) and [Terri Linger](#) so we can quickly investigate and resolve any issues. Thanks for your understanding as we move forward with this major change.

→ Other News

DEKRA Strategic Partnership EPEAT has entered into a strategic partnership with global testing, safety and sustainability leader DEKRA, providing a network of local EPEAT experts in Europe, China, and South America. [More](#)

PRE Pilot starts October 2011 The PRE Workgroup, in consultation with EPEAT's Board of Advisors and Board of Directors, has determined that a pilot phase of the registration network will be enabled by October. [More](#)

Draft Imaging Equipment and TV standards move to ballot phase IEEE 1680 workgroups voted in April to move draft standards forward to full review. [More](#)

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