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→ Expanding EPEAT

This summer EPEAT staff have been hard at work preparing for launch of the Imaging Equipment and Television registries and [rollout](#) of the new EcoSense brand in 2013. With final IEEE SA approval of the 1680.2 and 1680.3 standards complete, it's full speed ahead.

We've also been engaged with our PRE partners in preparing for their active involvement in the system. And some unexpected events in July gave rise to an [array of surveillance and verification activities](#) focused on new construction techniques for ultra-thin notebook products.

The start of Fall marks the real kickoff of the countdown to major system changes - we look forward to working with you to move forward smoothly to the new era for EPEAT/EcoSense.

Sarah O'Brien
Director of Outreach and Communications

→ EcoSense deployment

In discussion with key Subscribers, we have pushed back the rollout of the EcoSense brand to January 2013, aligned with the public opening of the new Imaging Equipment registry.



Given the intense press scrutiny EPEAT received this summer, we will use the "EcoSense by EPEAT" formulation of the brand name as the primary program identifier. EPEAT will publicize the upcoming rollout of EcoSense with low-level media outreach throughout the fall and an announcement in January.

A packet containing the new EcoSense logos, a brand rollout timeline, and a Logo Usage Guidance document is available for download through all Subscribers' My Account dashboards. The rollout timeline is also available directly [here](#).

We are currently engaged with retail partners (see below) in developing and testing best methods for presentation of EcoSense in consumer settings. We are very interested, as always, in hearing from your marketing teams and supporting your use of EcoSense.

PRE Availability

This summer EPEAT staff have been working with the first group of Product Registration Entities on training and registry development for integration of PREs into the EPEAT system. PREs are organizations that will support and verify manufacturers' declarations on the EPEAT registry.

All PREs are fully empowered at this point to initiate business relationships with existing and prospective Subscribers - and over the next few months each PRE will become fully operational as it completes training and onboarding activities.

We will offer a PRE/MSE orientation webinar this fall to help Subscribers understand the relationships between the two types of organization, and to enable PREs to explain their capacity and approaches to potential customers.

We encourage you to consider the different PRE's offerings and how they can help you - with native-language or place-based availability, dual certification/declaration for EPEAT and other systems, and more - in order to find the best fit for your organization.

Consumer facing projects

EPEAT was happy to work with longtime retail partner Office Depot on a very limited (single store) deployment of the new EcoSense by EPEAT brand in Portland this summer. Spurred by this last-minute opportunity, a brand and messaging team developed some initial presentation concepts for EcoSense, and worked with Subscribers to identify their rated products in-store.

EcoSense product identification and supporting materials are in place in Office Depot's reconfigured store (around the corner from EPEAT's office). We will be monitoring customer response over time. We also worked with Office Depot's PR team to publicize their greener store 'reopening' to the local community and to highlight their support for development of EcoSense as a tool for consumers.

We have adjusted the usability survey we're conducting with Staples to include the concepts developed for this project, and expect to launch that survey shortly. This usability testing will provide feedback on the most effective ways to convey the meaning and credibility of EcoSense through succinct and engaging presentation.

If your company is interested in participating in any testing, please contact Sarah.

Registry Updates

- [Special investigations backgrounder](#)
- [Germany and China Conformity Assessment Trainings](#)
- [Verification Round 2012-03 Outcomes Report Published](#)

- [Verification Round 2012-05 Launched](#)
- [Clarification 14 Published](#)
- [Clarification 15 Published](#)

Questions regarding Verification? Please contact EPEAT Registry Services Manager, [Erin Gately](#).

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