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Dear ENERGY STAR Partners,

This is an update to the [email sent January 13th](#) regarding EPA's plans to start collecting Universal Product Codes (UPCs) across all relevant ENERGY STAR product categories. We are excited to share the latest information on our systems that will allow brand owner partners to submit UPC codes for ENERGY STAR products. Adding UPC codes to ENERGY STAR certified models will make it easier for EPA and retailers to identify and feature certified models in online marketplaces. It will also allow models to be promoted through select retail initiatives that rely on UPC codes, such as Amazon's Climate Pledge Friendly designation.

In general, the two systems for submitting UPC data will work as proposed in our initial correspondence. This email provides more detail on when partners will be able to submit UPC code data to EPA, as well as when UPC code will be required, taking into consideration partner feedback provided in February.

How partners can submit UPC data

Certification Bodies (CBs) will be able to submit UPC code(s) along with other certified model data via the Qualified Product Exchange (QPX) system. EPA has updated QPX to allow for submission of UPC codes across all product types. As soon as CBs have updated their systems, they will be able to submit UPC codes for new certifications, as well as update currently certified models with UPC code information. EPA is working with CBs now and expects most systems to be in place by mid-May 2021.

Partners will be able to add UPC code(s) for currently certified products through a new submission system accessible through MESA (My ENERGY STAR Account). EPA is currently building a tool that will allow brand owners to submit UPC codes for certified models directly to EPA, as well as offer options to manage UPC codes listed with models. This tool will rely on uploads of spreadsheets to submit new UPC codes for currently certified models. It will also allow partners to deactivate UPC codes no longer relevant or submitted in error. EPA expects this system to be available by the end of June 2021.

How EPA plans to display UPC data

To complement the submission of UPC code information, EPA will be creating a new UPC code-based dataset that retailers will be able to use to match the certified model information with associated UPC codes. Please note that the brand, model name and model number will continue to serve as the identifiers used to establish certification. The UPC code data is being added to aid in marketing efforts of ENERGY STAR models.

When will UPC code be required

As shared previously, the UPC codes data is most applicable for models sold at retail. In other cases, products may not be assigned a UPC code or that UPC code may only be used in direct sales from the partner to the customer. While the UPC codes may be submitted via either system for new or existing certifications, it will only be required for new certifications submitted by CBs starting in June 2021 for the select product categories listed below. If the UPC code is not applicable for a certified model in one of these product categories, CBs will have options to indicate why they are not including the UPC code in the submission (e.g., product does not have a UPC code assigned, product not sold at retail, etc...). There will be no limit to the number of UPC codes that can be submitted to our system, but EPA recommends that partners focus on the UPC codes that will be present in the retail space in the US market rather than providing an exhaustive list. If a UPC code for a unique configuration of a certified model is not provided, it will continue to be recognized on the ENERGY STAR

Certified Product Lists and Product Finder but may not be featured in all retail promotions.

Product Categories/Types requiring UPC codes:

- Audio Video
- Ceiling Fans
- Clothes Washers
- Clothes Dryers
- Computers
- Connected Thermostats
- Dehumidifiers
- Dishwashers
- Electric Vehicle Supply Equipment
- Freezers
- Imaging
- Lamps
- Luminaires
- Monitors
- Pool Pumps
- Refrigerators
- Room Air Conditioners
- Room Air Cleaners
- Vent Fans
- Telephony
- Televisions
- Water Coolers

Next Steps

Between now and mid-May 2021, you can expect your Certification Body to include UPC code as a new, separate field for you to fill out for all your new ENERGY STAR certifications. You can expect them to start requiring UPC code(s) for the select product categories listed, or to ask you to provide the reason you are not submitting the UPC code(s).

When the new partner system for adding or updating UPC codes through MESA is ready, EPA will email partners and offer a webinar to demonstrate the new system and answer any specific questions.

Please email Kathleen Vokes at vokes.kathleen@epa.gov with any questions about the new systems for collecting UPC codes. We look forward to working with you to expand ways to recognize and promote your ENERGY STAR certified models.

Thank you for your support of ENERGY STAR.

[For more information, visit: www.energystar.gov](http://www.energystar.gov)

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