

Miele

Anything else is a compromise

September 10, 2012

Hampton Newsome
Attorney, Division of Enforcement
Bureau of Consumer Protection
Federal Trade Commission
Room M-8102B
600 Pennsylvania Ave., NW
Washington, DC 20580

hnewsome@ftc.gov

Re: Comments; Appliance Labeling Amendments

Dear Mr. Newsome:

Miele Inc. respectfully submits the following comments to the Federal Trade Commission on its Notice of Proposed Rulemaking on Appliance Labeling Amendments, No. R611004, 77 Fed. Reg. 15298 (March 15, 2012).

Miele Inc. agrees with the Commission's potential authorization of a transitional label for refrigerators, freezers, refrigerator/freezers and clothes washers to aid consumers in their purchasing decisions during the transition from the existing labels to the new requirements for products meeting the new revised efficiency standards and tested under revised test procedures.

Miele Inc. would prefer to be subject to a labeling scheme that is made available for use prior to or on the compliance date, employing the traditional black ink on yellow label and bearing an additional banner statement located at the top of the label in black ink as follows: "Compare only to other [refrigerators, freezers, refrigerator/freezers or clothes washers] with this banner."

Miele Inc. respectfully requests that the colors be limited to black ink on a yellow label to remain consistent with previous labels and minimize printing costs that an additional printed color would incur. A specification for the phase out of the use of the additional banner could then take place 36 months after the compliance date of the transitional label.

Miele Inc would also discourage the use of cyan blue on the transitional label due to the fact that it matches the color of the Energy Star logo. This could significantly increase consumer confusion between actual listed Energy Star Products with new labeling and of non Energy Star Products displaying the same cyan blue color that is associated with higher efficiencies.

Miele appreciates the opportunity to submit these comments, and would be glad to further discuss this matter upon your request.

Sincerely,

Steve Polinski
Senior Manager Regulatory Affairs