

# Interstate Mercury Education & Reduction Clearinghouse (IMERC)

## MERCURY-ADDED PRODUCT ALTERNATIVE LABEL APPLICATION

A manufacturer must apply to IMERC for an alternative to the labeling requirements of state laws if **all the following apply**:

- Compliance with the [Standard Labeling Requirements](#) is not feasible as determined by the IMERC member states.
- The proposed alternative would be at least as effective in providing mercury content disclosure and instructions on proper disposal.
- Sufficient information is provided to a purchaser to convey mercury content and instructions on proper disposal prior-to-purchase via a website, catalogue, and/or promotional materials.

If you believe that federal law governs labeling in a manner that preempts state authority, please submit an Alternative Product Label Application Form and provide the language you believe covers the product.

### IMPORTANT NOTES:

- Submit all applications via IMERC's online reporting system ([see tutorial](#)).
- Prepare a separate application for each Product or Product Category<sup>1</sup>.
- Questions regarding this application should be directed to [IMERC@newmoa.org](mailto:IMERC@newmoa.org).

### 1. Reporting Entity Information

Organization Name: \_\_\_\_\_ NAICS Code: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/Town: \_\_\_\_\_ State/Province: \_\_\_\_\_  
Country: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### 2. Product Information

Product or Product Category: \_\_\_\_\_  
Product Identifier(s)<sup>2</sup>: \_\_\_\_\_  
Product Application: \_\_\_\_\_  
Product Marketing/Webpage Link: \_\_\_\_\_  
Product Specification Sheet Link: \_\_\_\_\_  
Other Information to be Considered: \_\_\_\_\_  
\_\_\_\_\_

<sup>1</sup> All products listed on an application form must be unable to employ standard labeling for the same reason and they must be proposing an identical alternative labeling approach.

<sup>2</sup> e.g., model number, product series

### 3. Proposed Physical Label Details

Provide the following information about the alternative label you are proposing:

a. Physical Label on Product – Complete either section (i) or section (ii) below.

#### i. All Products EXCEPT Lamps

Location: \_\_\_\_\_  
Attachment Method: \_\_\_\_\_  
Label Wording & Symbols: \_\_\_\_\_  
Font Size: \_\_\_\_\_

Explain how the label is visible to the user and specify the label material or other details demonstrating its durability throughout the product's lifespan.

#### ii. Lamps ONLY

Which tier of alternative label on the lamp itself are you applying for (check one)?

- ☐ Tier 2: Hg in a circle symbol, “mercury/mercure”10-pt, crossed out wheelie bin symbol
- ☐ Tier 3: Hg in a circle symbol, crossed out wheelie bin symbol
- ☐ Tier 4: Hg in a circle symbol
- ☐ Tier 5: Hg with an underline
- ☐ FTC Label
- ☐ No labeling on lamp whatsoever because of heat or restriction of lamp functionality

b. Physical Label on Packaging

Label Location: \_\_\_\_\_  
Attachment Method: \_\_\_\_\_  
Label Wording & Symbols: \_\_\_\_\_  
Font Size: \_\_\_\_\_  
Label Size & Material: \_\_\_\_\_

#### 4. Alternative Label Justification Narrative

Attach a detailed narrative addressing each of the following points. Be as specific as possible and include photos where applicable.

NOTE: Prior-to-purchase visibility for this information is required by IMERC member states and must be included in all alternative proposals.

- a. For all mercury-added products: Explain why you cannot meet the standard labeling requirements for the product, its packaging, and (if applicable) the larger product containing the mercury-added component and its packaging.
- b. For mercury-added lamps only: Explain why the Tier 1 Standard Label requirements, or a higher tier than selected in Section 3, cannot be met. Include documentation to justify the requested alternative.
- c. Describe how the proposed alternative labeling will provide mercury content information, disposal instructions, and presale notification as effectively as standard labeling requirements. All information provided will be considered collectively as an alternative labeling proposal.
- d. Provide details about additional labeling methods, such as:
  - i. Information on packaging or in product instructions.
  - ii. Product specification sheets, care manuals, or MDS sheets.
  - iii. Catalog listings (both online and print).
  - iv. Presale marketing channels/methods (e.g., social media, advertising, website, sales personnel).
- e. Document the readiness of all necessary parties to implement the proposed alternative labeling, including all suppliers and downstream marketers and sellers.

## 5. Certification Statement

I have personally examined and am familiar with the information submitted in this document and all attachments thereto. I certify that based on reasonable investigation, including my inquiry of the individuals responsible for obtaining the information, the submitted information is true, accurate, and complete to the best of my knowledge and belief. I certify that this application is on a complete and accurate Form as prescribed by the member states of the Interstate Mercury Education Reduction Clearinghouse Committee (IMERC) without alteration of text. I understand that a false statement in the submitted information may be punishable as a criminal offense, in accordance with the applicable IMERC members' state laws.

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Signature (of an Authorized Senior Management Official or Designee)

Date

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Print or Type Name and Title of the Authorized Senior Management Official or Designee