



ENERGY STAR[®] and Air Sealing Products: New Program Requirements

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Agenda



- Goals of the Call
- Program History
- Current approach to Air Sealing Products
- Issues
- New approach to Air Sealing Products
- Timing
- Questions

Goals of this Call



- Explain challenges with promoting air sealing products
- Explain how ENERGY STAR (ES) promotes sealing air leaks in homes
- Inform stakeholders on the planned changes

EPA's Objective...

- Change the ES logo use requirements for all air sealing product manufacturers
- Listen to suggestions from industry and interested parties regarding these changes

Seal and Insulate with ENERGY STAR

Program History



- **1996** – EPA created a labeling program to “promote” insulation – “ENERGY STAR Insulation”
- **2003** – EPA changed the program name and logo to “ENERGY STAR Home Sealing” and allowed some air sealing product manufacturers to promote program on marketing materials (but never on the product or packaging)
- **2007** – EPA changed the program name and logo to “Seal and Insulate with ENERGY STAR”



Current logo approved for use on marketing materials for air sealing products with EPA approval

ENERGY STAR Program

Commitment to Air Sealing



- **EPA provides educational information and detailed guidance on:**
 - The benefits of reducing air leaks in the home
 - Where to find common air leaks in the home
 - How to air seal in a home
 - Products (general types) commonly used to air seal
- **EPA incorporates quality installation requirements for proper air sealing into the ES Homes Program and Home Performance with ES**
- **The ES Program will continue to promote air sealing as a cornerstone of home energy efficiency – but this does not require a label on a product**

ES Promotion of Air Sealing: Current Approach



Goal: To get more homeowners and pros to air seal homes (correctly)

Strategy: Create ES platform to communicate opportunities and reduce barriers to take action

Platform: ES “*Seal and Insulate*” promotional logo

Channels:

- ES Outreach – ES Home Improvement messaging
- Retailers – Signage, web, catalogs, seasonal materials,
 - Tie products together under a unifying message
- Manufacturers – marketing materials, web
- Utilities – Consumer information

ES Promotion of Air Sealing: Current Approach



Air Sealing products for homes are not labeled by ENERGY STAR. Why?

- Products may or may not reduce air leakage every time
 - Installation, situation, and application dependant
 - What is the main purpose of the product?
- Cannot assign energy savings to individual products
 - Too many variables and highly behavior dependant
- Actual performance is measured after installation
 - Blower door test (2009 IECC Section 402.4)
- A combination of products deliver a high performance envelope

ES Promotion of Air Sealing: Current Participation Requirements



- **Manufacturers and retailers allowed to use the “*Seal and Insulate with ES*” mark on promotional materials**
 - Such as: retail displays or signs, ads, brochures, technical sheets, installation instructions, and web sites
- **Products main purpose (and marketed purpose) must be to reduce air leaks**
- **E-mail agreement - No required standard written agreement for logo use**
- **“*Seal and Insulate with ES*” mark can never appear on air sealing products or product packaging**
- **Each manufacturer use of “*Seal and Insulate with ES*” mark must be approved by EPA or designated support staff**
 - Retailers have been given specific guidelines

Seal and Insulate with ENERGY STAR

Current Approved Mark



No other ES logo or mark is approved by EPA for use on marketing materials to promote air sealing.

ES Promotion of Air Sealing: Current Participation Requirements



ES has allowed manufacturers of these products to use the “Seal and Insulate with ES” logo on promotional materials:

- Elastomeric caulk
- Spray foam in-a-can
 - One and two component (low pressure) foam
- Weather stripping and sealing door thresholds
- Attic hatch, fan, and recessed light covers
- House wrap, sealing tapes, and sill sealers
- Sealed electrical boxes and outlet gaskets
- Shrink-to-fit window film

ES Promotion of Air Sealing: Current Participation Requirements



ES has **NOT** allowed manufacturers of these products to use the “**Seal and Insulate with ES**” mark since the products do not seal or they do not fit the program definition:

- Vents
- Insulation clips, straps, supports, baffles, or wires
- Products not specifically marketed as air leakage reducers
- Products not specifically marketed as residential applications
- Moisture or vapor barriers (only)
- Duct sealants (that may change)

ES Promotion of Air Sealing: Problems and Issues



Currently:

- Misleading use of ES mark on marketing materials
 - Logo used to imply qualification or certification of products
 - Logo appears in ads tied to specific products
- Lack of consumer or contractor information on air sealing
 - Need for detailed installation instructions for consumers
 - Dispel myths – “the house has to breath”
 - Encourage building science approach - “Seal tight, ventilate right”
- Misleading, exaggerated, or undocumented energy saving claims – i.e. “improves indoor air quality”

ES Promotion of Air Sealing: New Requirements to be Implemented



- **All manufacturers required to sign user agreement laying out the conditions of logo use**
 - Protect the brand and clarify limited use
 - Establish list of outreach participants
- **Limit use of S&I graphic to 3 applications:**
 - 1) Retailer signs and displays
 - 2) Web site with logo in a syndicated content box
 - 3) Instructional materials explaining air sealing concepts and/or instructions with logo in a content box
- **Manufacturer must have web site with instructions**
- **No ES logos or graphics on air sealing products or packaging**

ES Promotion of Air Sealing: New Requirements



Manufacturers will no longer be able to use the S&I logo for these applications:

- Product or company ads
- Next to products in catalogs or on the web
- Spec or technical sheets
- Product samples
- Product-only focused brochures or sell sheets
- Any application that implies product qualification or that the product has met some specification

ES Promotion of Air Sealing: Syndicated Content



Promote in a campaign style approach



Consume Less with Your Consumer Electronics:
Did you know that the consumer electronics in your home are responsible for 15% of your home's electricity use? And this number is growing. In fact, the average home has two TVs, a home theater system, a Blu-Ray or DVD player, and a set top box. By replacing each of these with an ENERGY STAR® model, a household can save nearly \$200 in energy costs over the lifetime of these products.



LEARN MORE AT
energystar.gov



@Home Tool
This interactive tool provides a fun and easy way to learn about energy efficiency in your home. Go through a typical home, room by room, and find easy ways you can be more energy efficient.

Save BIG with ENERGY STAR®

We are committed to helping you, your family, and your community save money and energy while protecting the environment for future generations. We offer a wide range of quality ENERGY STAR® products as well as tips and advice on simple ways you can save energy, money and help the environment, all while making your home more comfortable. Menards®, a name you have come to trust for quality and service and now your partner in a healthier environment for future generations.

30% ENERGY TAX CREDIT
To learn more [Click Here](#) **Up to \$1,500**

Are you planning to purchase ENERGY STAR® rated products, or did you already purchase ENERGY STAR® products to improve the energy efficiency of your home? No matter what the case, you still can qualify for up to 30% in energy tax credit. But hurry, tax credit for most products is only available until December 31, 2010

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Pledge Form
Change the world, start with ENERGY STAR® Take the ENERGY STAR® Pledge

[Learn More >](#)



Home Advisor

Find out how you can improve your home and save money by following the tips provided by the ENERGY STAR® Home Advisor.

[Learn More >](#)



Activities For Kids

Discover how you can save energy with our fun games. Play and be the energy saver of the future.

[Play here >](#)



Where can I find information on recycling electronics products?
Many states provide methods for consumers to responsibly dispose of and recycle electronics products (also known as "e-waste"). [Find more information on recycling e-waste.](#)

Go Green - Shop Used Books, Music and Movies
Amazon is now featuring pre-owned books fulfilled by Amazon, and eligible for Free Shipping. [Learn more about shopping used books, music and movie](#)

Customer Discussions: Amazon Green

- Green Tips for Halloween?
- Not made in China Toys
- Websites with info about green
- Natural, Organic and Green Coupons - where do you
- iGo Green Energy Saving Products
- Home Automation is the new "Green"!
- Book Trade-in?
- Organic Gardening for Baby's Health
- Earth Day is Coming - Favorite Green Products?
- Neuton CE 5.3 mower problem
- Which is more "Green", paper or digital?
- BPA Free & Phthalate Free rain barrels

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Be part of the national campaign encouraging all Americans to take small steps that make a big difference in the fight against global warming. [Take the ENERGY STAR pledge](#)

ES Promotion of Air Sealing: Manufacturer next steps



- 1) When it becomes available, review, sign and submit logo use agreement (we will send)
- 2) Update materials and web to comply with new requirements
- 3) Update web site using new materials
- 4) Submit new materials to EPA for review and approval
- 5) Complete changes within 6 months of receiving agreement



Summary (highlights)

- EPA is changing the logo use requirements for promoting “Seal and Insulate with ENERGY STAR”
- EPA will require that users sign a logo use agreement
- EPA will limit use of the logo to retail signage, web site, and air sealing instructions
- EPA seeks to have these changes in place in 6 months

Questions and suggestions



**EPA will take written questions
and suggestions on these
plans as they relate to air sealing
products.**

insulation@energystar.gov

Next Steps



- Please submit questions and suggestions by **November 10, 2010**
 - Please send to Insulation@energystar.gov
- Place a response to questions and suggestions on line by **December 1, 2010**
- Finalize user agreement and send to current users – **December 2010**
- Send notices of logo use violation – **June 2011**

Contact Information



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**Any Questions?
Please submit in comment box.**

