



ENERGY STAR[®] for Roof Products Fact Sheet for Contractors

What is ENERGY STAR?

ENERGY STAR is a label that helps consumers identify products that save them money and help protect the environment by saving energy, which is usually generated by burning fossil fuels such as coal, oil, and natural gas.

Manufacturers and retailers sign voluntary agreements allowing them to place the ENERGY STAR label on products that meet or exceed energy-efficiency guidelines set by the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE). Manufacturers and retailers also can use the label in product packaging, promotions, and advertising for qualified products.

ENERGY STAR allows manufacturers to use the ENERGY STAR label on reflective roof products that meet the US EPA's specifications for solar reflectance and reliability. ENERGY STAR labeled roof products are designed to help save money on utility bills and reduce energy wastage.

What are the specifications for ENERGY STAR?

Reflective roof products that have earned the ENERGY STAR must have warranties that are equal or superior to comparable non-reflective roof products. They must also meet the following criteria for solar reflectance:

Roof Slope	Initial solar reflectance	3 rd Year solar reflectance
Low-Slope (\leq 2:12 inches)	\geq 0.65	\geq 0.50
Steep-Slope (\geq 2:12 inches)	\geq 0.25	\geq 0.15

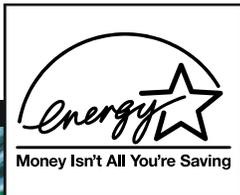
What benefits are there for my business?

Offer increased value to your clients. ENERGY STAR, an innovative government/industry partnership, provides businesses and consumers with energy-efficient solutions that save money while protecting the environment for future generations. The ENERGY STAR Web site has a list of ENERGY STAR Qualified Roof Products and Manufacturers. This list is accessed regularly by Builders, Utilities, State Governments, and the public to purchase ENERGY STAR Qualified Products, as well as to verify products that qualify for incentive programs. To request or provide information about incentive programs for reflective roofs please contact Nii Addy at naddy@icfconsulting.com.

Bring third-party credibility to your business. According to a Household Survey done by the Consortium for Energy Efficiency, the ENERGY STAR label is recognized by 40 percent of American consumers. Build upon the ENERGY STAR brand by taking advantage of the ENERGY STAR marketing tools, such as ENERGY STAR's logos, fact sheets, and the Web site at www.energystar.gov. Click "Find Products" and select "Roof Products."

Stay competitive in the marketplace. The demand for energy-efficient products and services is increasing rapidly as consumers and local governments grow more concerned about energy management and the environment. Building codes across states reflect this trend towards energy efficiency. You can stay ahead of your competition by offering clients ENERGY STAR Qualified Roof Products.

(over)



What Roof Products are eligible?

As defined in the ENERGY STAR for Roof Products specification, the roof product will constitute the uppermost surface of the building structure. Eligible products include single-ply membranes, built-up-roofs (BUR), modified bitumen, spray polyurethane foam, roof coatings, standing-seam profiled metal, composite shingles, clay, concrete, or fiber-cement tile, slate, shakes, architectural profiled metal and individual metal roof components.

How does it help save money and the environment?

Saves Money and Energy – According to the US EPA, about \$40 billion is spent annually in the US to air-condition buildings – one-sixth of all electricity generated in a year! ENERGY STAR qualified roof products reduce the amount of air conditioning needed in buildings, and can reduce energy bills by up to 50%.

Downsizes Cooling Equipment – A reflective roof can reduce peak cooling demand by 10-15 percent. As a result, the home or building owner may be able to purchase a smaller, more efficient, and less-expensive cooling system.

Decreases Pollution in Urban Areas – Reduced energy demand means less burning of fossil fuels, which results in less pollution from power plants. Also, ENERGY STAR qualified roof products help to reduce the “heat island effect,” in which dark, heat-absorbing buildings and paved areas make the air in urban areas hotter, and smoggier.

How can I participate in ENERGY STAR?

- Educate your clients about the benefits of reflective roofing and other energy-efficiency improvements they can make.
- Offer your clients quality ENERGY STAR Qualified Roof Products and energy-efficient improvements in their overall building systems.
- Provide your business and clients with savings from regional incentive programs.
- Use the marketing tools provided by ENERGY STAR, such as ENERGY STAR’s Web site, fact sheets, and logos. By meeting the ENERGY STAR Logo Use Guidelines, you may use the logos below to promote ENERGY STAR.



These logos can be downloaded from www.energystar.gov/linkage.

- Submit case studies and articles about your projects to highlight the benefits of reflective roofs. Your submission may be added to the ENERGY STAR Web site!

For more information

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www.energystar.gov

ENERGY STAR Web Site Address

1-888-STAR-YES (1-888-782-7937)

Toll-free Hotline