



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

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 joining?

Bring third-party credibility to your products. 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.

Showcase your qualified products. The ENERGY STAR Web site has a list of ENERGY STAR Qualified Roof Products and Partners. Qualifying roof products that partners submit are added to this list, which is accessed regularly by Builders, Utilities, State Governments, and the public to verify products that qualify for various incentive programs. More information about incentive programs for reflective roofs can be obtained from ENERGY STAR. Partners are encouraged to submit case studies and magazine articles to highlight the benefits of reflective roofs.

Stay competitive in the marketplace. There are over 170 partner companies with over 250 ENERGY STAR qualified roof products. ENERGY STAR partners, manufacturers and contractors can offer increased value to customers through quality products, consumer education, and incentive programs.

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.

(over)



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 more smoggy.

Increases Roof Product Life – ENERGY STAR qualified roof products maintain a more constant temperature and reduce thermal shock, which occurs when cool rain hits a hot roof, causing a sharp drop in temperature. During temperature changes, a roof expands and contracts, causing stress and degrading the roof.

How does a Roof Product gain ENERGY STAR Qualification?

Manufacturers that are ENERGY STAR partners can submit their products for qualification. Partners are required to test the solar reflectance of their roof products using US EPA Test Methods that are outlined in the ENERGY STAR Program Requirements for Roof Products. The test results are submitted to ENERGY STAR together with a Qualifying Product Information Form, which can be obtained from www.energystar.gov.

How to join

Become an ENERGY STAR Partner!

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