

ENERGY STAR® Certified Windows Marketing Toolkit





ENERGY STAR Certified Windows

Marketing Toolkit

Welcome to the ENERGY STAR Windows Partner toolkit. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.

WHICH WINDOWS ARE BEST SUITED FOR YOUR CLIMATE ZONE?

Find your ENERGY STAR climate zone using the Climate Zone Finder Tool at www.energystar.gov/windows

The graphic shows a map of the United States divided into four climate zones: Northern (dark blue), North-Central (yellow), South-Central (orange), and Southern (red). A legend on the right side of the map identifies these zones. The ENERGY STAR logo is in the top left corner of the graphic.

Marketing Toolkit Contents

- [ENERGY STAR Value](#)
- [Messaging](#)
- [Fact Sheet](#)
- [Social Media Posts](#)
- [Social Media Graphics](#)
- [Educational Graphics](#)
- [Digital Graphics](#)
 - [Web Banners](#)
 - [Web Buttons](#)
 - [Links for Digital Graphics](#)





ENERGY STAR Value

- Including the ENERGY STAR certification mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
 - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
 - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through-rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
 - If no product featured; use the Ask About or Learn More marks, [available here](#).





Windows Messaging

- The windows promotion messaging document includes the key messages, educational content, and the latest savings facts for you to integrate into your materials, as needed, to help promote the benefits of replacing old and inefficient windows with ENERGY STAR certified windows.
- Also includes buying guidance and messaging on selecting the right ENERGY STAR certified windows for your climate zone.

[Link to Windows Key Messaging](#)



ENERGY STAR® Certified Windows 2024 Key Messages

Key Messages

- Now is the time to replace your old windows. Take advantage of special incentives to save energy, increase comfort and enhance the value of your home.
- Taking action now can help you prepare for a [clean energy future](#), while enjoying energy savings and a more comfortable home today.
- ENERGY STAR certified windows are designed for where you live, with special features for northern and southern climates.

Why You Should Upgrade Your Windows with ENERGY STAR Certified Models

- Through the Inflation Reduction Act, the federal government is offering a [tax credit](#) of 30% of the cost, up to \$600, on the purchase of residential windows that have earned [ENERGY STAR Most Efficient recognition](#). ENERGY STAR certified doors are eligible for a [tax credit](#) up to \$250 on one and \$500 on two doors. ENERGY STAR windows and doors are also eligible for rebates from utilities in some areas. Use the [ENERGY STAR Rebate Finder](#) to learn if you qualify.
- If you have old, inefficient windows, your home has to work much harder to keep you comfortable. Old and inefficient windows are prone to air leaks, and issues with humidity, moisture control, and pests, leaving your home hotter in the summer months and colder in the winter months.
 - If your home has single pane windows (only one layer of glass), double pane clear windows (no heat blocking coatings), or your windows are drafty have obvious air leaks or degraded sills or sashes, you are a good candidate to benefit from window replacement – both in comfort and energy savings.
- Upgrading your old and inefficient windows to ENERGY STAR certified models is not only a [high-impact project](#) that makes your home more efficient, it can also improve the value of your home.
 - It is estimated that the value a window replacement project retains at resale is approximately [65-75% of the project cost](#).
- Improving the performance of your windows is an important part of an [ENERGY STAR Home Upgrade](#), a set of high-impact home projects that are designed to work together to deliver serious energy savings. Upgrading windows is an important project because it reduces the energy waste associated with a leaky home and improves comfort.

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](#).

Certified Windows

Windows that earn the ENERGY STAR label meet performance standards that are more stringent than basic building code requirements and vary by climate.

Windows cover about 8% of the surface of your home's exterior, however they can cause significant heat gain or loss. Upgrading your windows to ENERGY STAR certified models appropriate for your climate zone can help you better regulate your home's temperature and make your home more comfortable.

To improve the efficiency and comfort of your home, old windows can also be a source of energy loss.

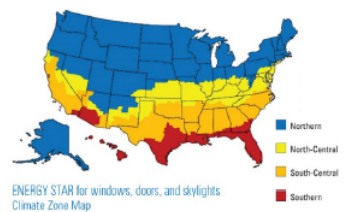
Old windows can deteriorate and fail to function properly and safely like new windows. This could result in windows getting stuck or being difficult to open or close in case of an emergency exit (like a fire), as well as issues with the locking function.

Old windows that may be stuck or painted shut with new efficient windows can improve the functionality of your home allowing you open windows for fresh air and to appreciate the outside environment while enjoying energy savings.

Upgrading your windows is a big investment, it can greatly improve the value of your home – helping you recoup your investment through energy savings. With incentives that are now available from the federal government to help lower the project cost, now is the perfect time to combine this upgrade with other home improvements.

Upgrading your windows can save you about 12% on your energy costs by replacing poor performing windows with ENERGY STAR certified models, saving between \$200-\$600 annually on your energy bills.

Where you live in the U.S. determines the windows you are upgrading. Choose windows that are designed for your climate zone in areas with varying weather conditions.



Southern regions of the U.S.

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Windows Factsheet

- Use the windows factsheet to engage your customers and educate them about the benefits of ENERGY STAR certified windows, as well as ways to save on this home upgrade.
- The fact sheet is ready to download and print as-is or customize to incorporate your company logo.

[Link to Download Windows Factsheet](#)

Windows in a home are very important. They let in daylight, allow us to see the world, and let in fresh air on a nice day. However, while windows represent about 8% of the surface area of home, they typically account for almost half of the heat lost or gained.

Did you know?
 You could save an average of about 12% annually on your energy costs by replacing poor performing windows with ENERGY STAR certified models. These savings are based on a national average and will vary based on your climate.

Improving the performance of the windows in your home can save you energy and money and has several other benefits. Windows that earn the ENERGY STAR are better than basic building code products and have performance levels designed to work well in your climate—and they also come in a wide variety of styles, colors, and frame types. Look for the ENERGY STAR label and climate zone map when ordering new windows from a builder, dealer, or contractor to ensure that it is ENERGY STAR certified and provides more comfort and energy savings.

When to Replace Windows

Windows have many uses in your home from adding light to making your home more visually appealing. However, old, poorly made, drafty, or degraded windows can waste lots of energy and leave you very uncomfortable when weather is the most extreme. Here are a few big indicators that it may be time to replace your windows.

Example of an ENERGY STAR windows label for certified windows; depicts a certified window for the U.S. Northern Zone

- **Single-pane windows (windows with only one layer of glass)** – These windows are poor performers at insulating against cold weather and typically do not have coatings to block solar heat in the summer, increasing air conditioning costs. Single-pane windows are big energy wasters.
- **Windows with air leaks or drafts and degraded sills and sashes** – These windows also waste energy and are very uncomfortable to sit next to when it is cold and windy out. Degraded windows can also leak water into your walls causing more problems and allow insects and other pests to enter your home.
- **Windows that do not open or are painted shut** – Windows that do not open prevent you from enjoying fresh air on a nice day or a cool evening after a hot day which can reduce energy costs. Windows that do not open are also hard to clean and maintain.

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Learn more at energy.gov/windows.

Windows
 When choosing windows, it is important to choose ones that make sense for your climate. Keeping you warm in the winter, others help reduce air conditioning costs in the summer. Here are some factors to consider:

U-factor – A measure of how much heat is lost through the window. The lower the number the more the window is insulated.

SHGC – A measure of how much solar heat from sunlight is blocked by the window. The lower the number the more heat is blocked.

ENERGY STAR for windows, doors, and skylights Climate Zone Map

Window Orientation – Windows should be placed to maximize natural light and heat in the winter and minimize heat gain in the summer. Windows should be placed to maximize natural light and heat in the winter and minimize heat gain in the summer.

Tax Credits – There are currently federal tax credits for the cost of purchasing ENERGY STAR windows, doors, and skylights. The credit is 10% of the cost, up to \$600. Exterior windows or skylights must meet the ENERGY STAR Most Efficient criteria. Learn more about this tax credit at energy.gov/tax_credits/windows_skylights.

Weatherization Assistance Programs – The Department of Energy (DOE) offers a Weatherization Assistance Program for households with lower incomes that qualify for Supplemental Security Income, Medicaid, and other income eligibility criteria (www.energy.gov/wap). These programs provide energy assessments and common home improvements such as repairing windows or doors—but generally do not replace a whole house full of windows. Some programs also offer rebates for window replacements. Contact your local electric utility to see if they offer energy efficiency rebates for window replacements.

INTRODUCING ENERGY STAR HOME UPGRADE
 Windows are one of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. Count on ENERGY STAR to help you transition from fossil fuels to a cleaner, healthier, and more comfortable home.
energy.gov/homeupgrade



Windows Social Media

- Social media materials include messaging and imagery that you can use as-is or customize as needed.
- **Sample social media posts** are included on the following slides.
- When drafting your post, be sure to tag ENERGY STAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
 - X (Twitter): @ENERGYSTAR

[Link to Download Social Media Graphics](#)





Windows Social Media

Sample Post Text

If you've been thinking that the windows in your home are due for replacement, NOW is the time to take action. Upgrading old and inefficient windows can not only improve the comfort, safety, and efficiency of your home – upgrading your old windows to **ENERGY STAR Most Efficient windows** can qualify for a federal tax credit of up to \$600. Learn more, at www.energystar.gov/about/federal_tax_credits/windows_skylights

If you live in an area that has long hot summers or cold winters, having efficient windows can significantly improve your energy savings. ENERGY STAR has done extensive analysis to identify window performance levels that are designed to be the most efficient for the climate zone you live in. Find the best windows for your zone: www.energystar.gov/products/building_products/residential_windows_doors_and_skylights/climate_zone/search

Replacing poor performing windows with ENERGY STAR certified models not only improves the comfort and value of your home - it can also cut your annual energy costs by an average of 12% and save \$200-\$600 depending on where you live. Learn more and find ENERGY STAR certified windows for your area at www.energystar.gov/productfinder/product/certified-windows/results

Upgrading your windows doesn't just improve the comfort, value of your home – it's also one of the key components of an ENERGY STAR Home Upgrade. Learn more about how this high-impact project can improve the energy efficiency of your home and deliver serious energy savings. www.energystar.gov/products/energy_star_home_upgrade



Social Media Graphics

All graphics are available free to [download here](#).





Social Media Graphics

All graphics are available free to [download here](#).



GIF

GIF



Educational Graphics

All graphics are available free to [download here](#).

WHICH WINDOWS ARE BEST SUITED FOR YOUR CLIMATE ZONE?

Find your ENERGY STAR climate zone using the Climate Zone Finder Tool at www.energystar.gov/windows

WHEN SHOPPING FOR WINDOWS, ASK FOR ENERGY STAR CERTIFIED

FOR SUPERIOR ENERGY EFFICIENCY CHOOSE ENERGY STAR CERTIFIED WINDOWS

ENERGY STAR certified windows are designed to reduce drafts and heat loss in the winter, keeping you more comfortable.

Cold Climate

FOR SUPERIOR ENERGY EFFICIENCY CHOOSE ENERGY STAR CERTIFIED WINDOWS

ENERGY STAR certified windows are designed to control solar heat gain in the summer to reduce your air conditioning costs.

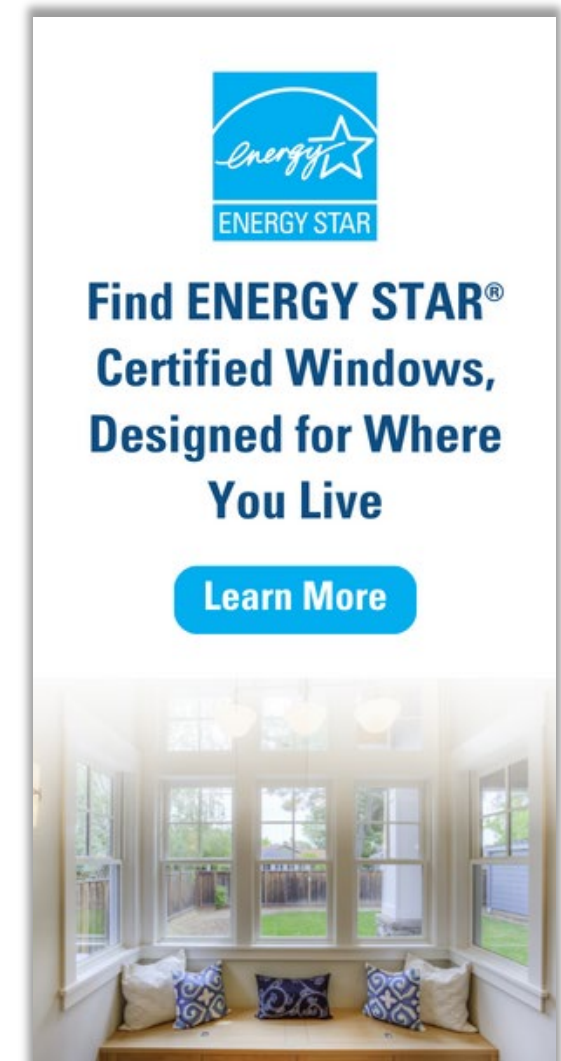
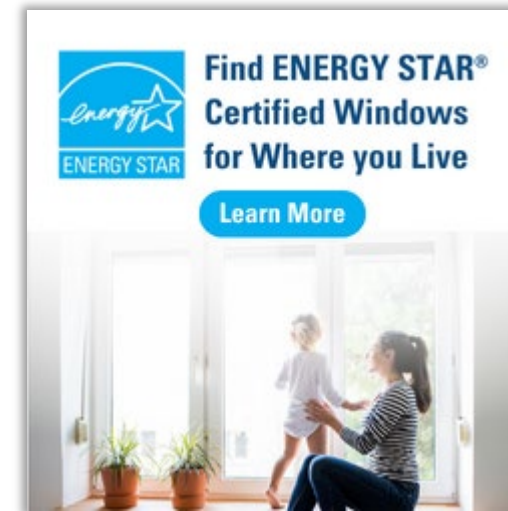
Warm Climate



Windows Digital Graphics

- Feature one of the digital graphics on your ENERGY STAR, energy efficiency, or marketplace web pages or in e-newsletters and other communications.
- You can pair the graphics with key messaging found throughout this toolkit.
- **Web banners** are available in two sizes: 625x100 and 1032x234
- **Web buttons** are available in two sizes: 250x250 and 300 x 600
 - See all options on the next slides!

[Link to Web Graphics](#)





Web Banners

Available in sizes 600x100 and 1032x234. [Link to Download Graphics.](#)



**Find ENERGY STAR®
Certified Windows, Designed
for Where You Live**




**Find ENERGY STAR®
Certified Windows, Designed
for Where You Live**




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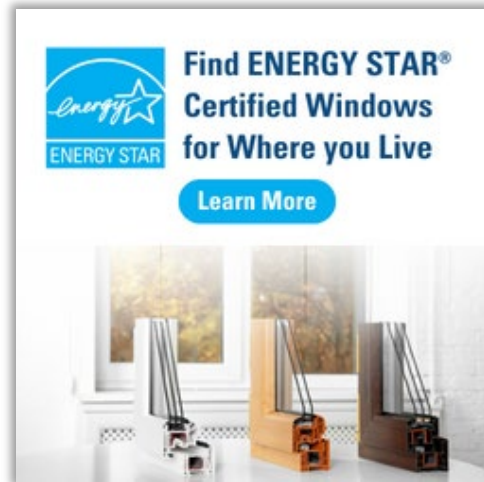
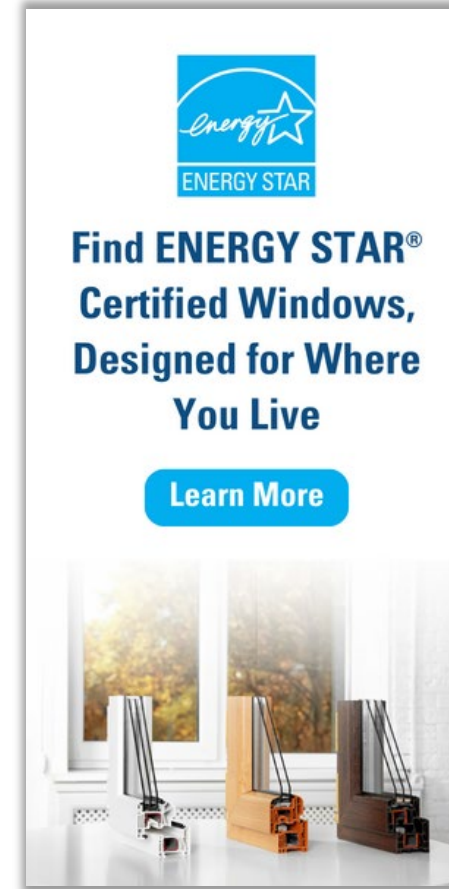
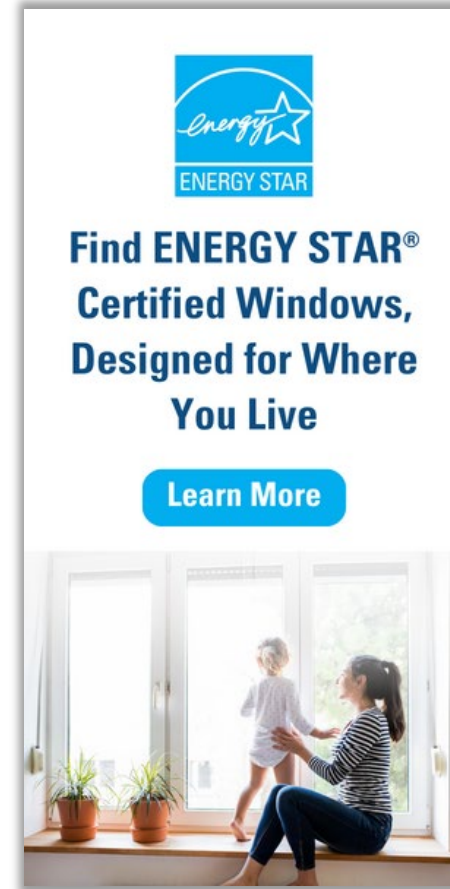
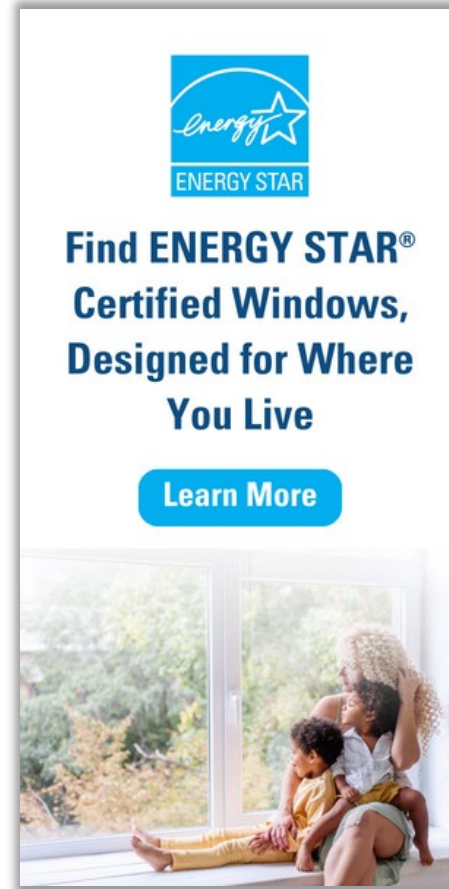
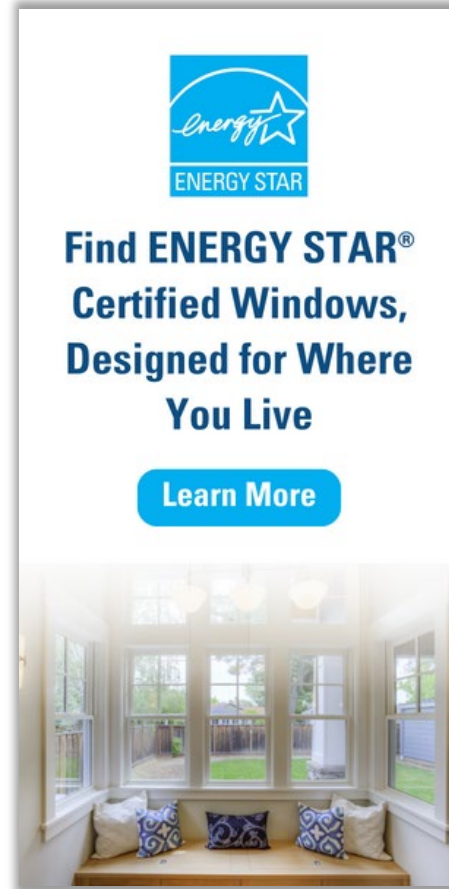

**Find ENERGY STAR®
Certified Windows, Designed
for Where You Live**





Web Buttons

Available in sizes 250x250 and 300 x 600. [Link to Download Graphics.](#)





Suggested Links for Digital Graphics

Use these links when adding these ENERGY STAR web banners and buttons to your website.

- [About ENERGY STAR Certified Windows, Doors, and Skylights](#)
- [ENERGY STAR Product Finder – Windows, Doors, and Skylights](#)
- [ENERGY STAR Home Upgrade – Windows and Storm Windows](#)
- [ENERGY STAR Most Efficient– Windows, Doors, and Skylights](#)
- [Tax Credits for Windows](#)
- [ENERGY STAR Windows, Doors, and Skylights Climate Zone Finder](#)



Contact Us

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. If you have any questions or comments regarding the campaign, feel free to reach out to us at jones.Leslie.a@epa.gov