

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460



OFFICE OF  
AIR AND RADIATION

May 28, 2019

Dear ENERGY STAR Roof Brand Owners and Other Interested Parties:

With this letter, the U.S. Environmental Protection Agency (EPA) is finalizing the sunset of the [ENERGY STAR specification for roof products](#) effective June 1, 2022.

EPA wishes to thank stakeholders who submitted comments on the sunset proposal released last year. Feedback was provided by roof product companies, architects, trade associations, certification bodies for ENERGY STAR roofs, a national retailer and a utility. All written comments are posted [here](#). While feedback was mixed, a wide range of commenters supported sunset of the program, reinforcing the rationale EPA outlined in the proposal. In particular, some noted the existence of robust standards in the commercial sector for efficient roofs. In the residential sector, stakeholders acknowledged the challenges associated with trying to apply a binary label in the context of the complex process of determining cost-effective efficiency solutions for the tops of individual homes. Comments opposed to a sunset did not include compelling reasons contradicting the rationale for the proposed sunset. Responses to each of the comments is provided in the [Comment Response Document](#) that accompanies this letter. A few commenters requested EPA delay the implementation of the sunset. EPA has revised the timeline acknowledging the long testing period for roofs. The sunset will take effect four years from the date of the proposed sunset. The full timeline is noted below.

In addition to offering a label on products, the ENERGY STAR program is recognized more broadly as a trusted resource on energy-efficiency. More than 600,000 users visit the ENERGY STAR website each month, leveraging our tools and advice. In conjunction with this phase-out, EPA will develop regionally tailored recommendations for homeowners, to guide them through their options for saving energy and the considerations associated with reflective roof products. EPA will also continue to support its Heat Island Reduction Program (<https://www.epa.gov/heat-islands>) and educate consumers on the benefits of cool roofs in mitigating heat islands and improving air quality.

**Milestones for Sunsetting ENERGY STAR for Roof Products**

The sunset will proceed consistent with the following milestones:

- ENERGY STAR roofs and their brand owners will continue to be recognized at [www.energystar.gov](http://www.energystar.gov) until June 1, 2022.

- No new Partnership Agreements for ENERGY STAR roof products will be accepted by EPA as of the date of this letter, May 28.
- Certification Bodies will be instructed to stop certifying new roof product submittals as of June 1, 2021.
- No new promotional materials for roof products (printed and electronic) that use the ENERGY STAR mark may be produced after June 1, 2021. Brand owners are permitted to use up existing printed material, including packaging, to minimize waste.
- Brand owners must stop using the ENERGY STAR name and ENERGY STAR mark in association with all roof products on and after June 1, 2022.
- To minimize the cost of labeling changes and be in compliance by June 1, 2022, brand owners of roof products are encouraged to remove ENERGY STAR references on Web sites or in other collateral materials as these materials are reprinted or changed.

Partners who have any questions or want to discuss their plans to discontinue labeling may contact [roofproducts@energystar.gov](mailto:roofproducts@energystar.gov). In closing, EPA appreciates the efforts of roof product partners to advance a cleaner environment through the ENERGY STAR Program and applauds your success in moving the market towards greater energy efficiency. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Ann Bailey". The signature is fluid and cursive, with the first name "Ann" and last name "Bailey" clearly distinguishable.

Ann Bailey, Chief  
ENERGY STAR Labeling Branch  
US Environmental Protection Agency