

From: [David Cohan](#)
To: windows@energystar.gov
Subject: ENERGY STAR V7 windows specifications
Date: Thursday, August 12, 2021 12:57:00 PM

Dear ENERGY STAR Windows Team,

I am writing to express the Institute for Market Transformation's support for adoption of the most aggressive levels of the ENERGY STAR V7 windows specifications. We need to push the market to triple-pane windows which can dramatically reduce heat loss through the envelope. An improved ENERGY STAR spec would increase the supply and reduce the price of triple-pane windows, moving them to become commodity products rather than special orders.

Beyond energy and greenhouse gas reductions, an improved window spec will provide resiliency and equity benefits which ENERGY STAR can promote. Homes with thermally improved windows will be far more resilient during power outages or extreme weather events such as Texas experienced this winter.

On a separate note, I want to voice my personal frustration about a comment made by the presenter during your recent webinar. He showed a slide with current market penetration of ENERGY STAR windows, many of which were above 80%, and framed that as a positive outcome. He dismissed the notion that ENERGY STAR should be targeting the upper 25% of products. It is true that this is not a requirement, but in an administration which is pushing hard to fight climate change, ENERGY STAR needs to be a strong leader. If 80% of the market is using your products, you're not leading anything; you're just allowing mediocre builders to claim that they are being environmentally responsible for doing what everyone else is doing. You need to drive the market, not enable the status quo.

Please adopt the most aggressive specifications for the next round of ENERGY STAR windows.

Sincerely,

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