



# Saving Our Planet One Window at a Time



## Environmental Marketing Facts – *Did You Know ...*

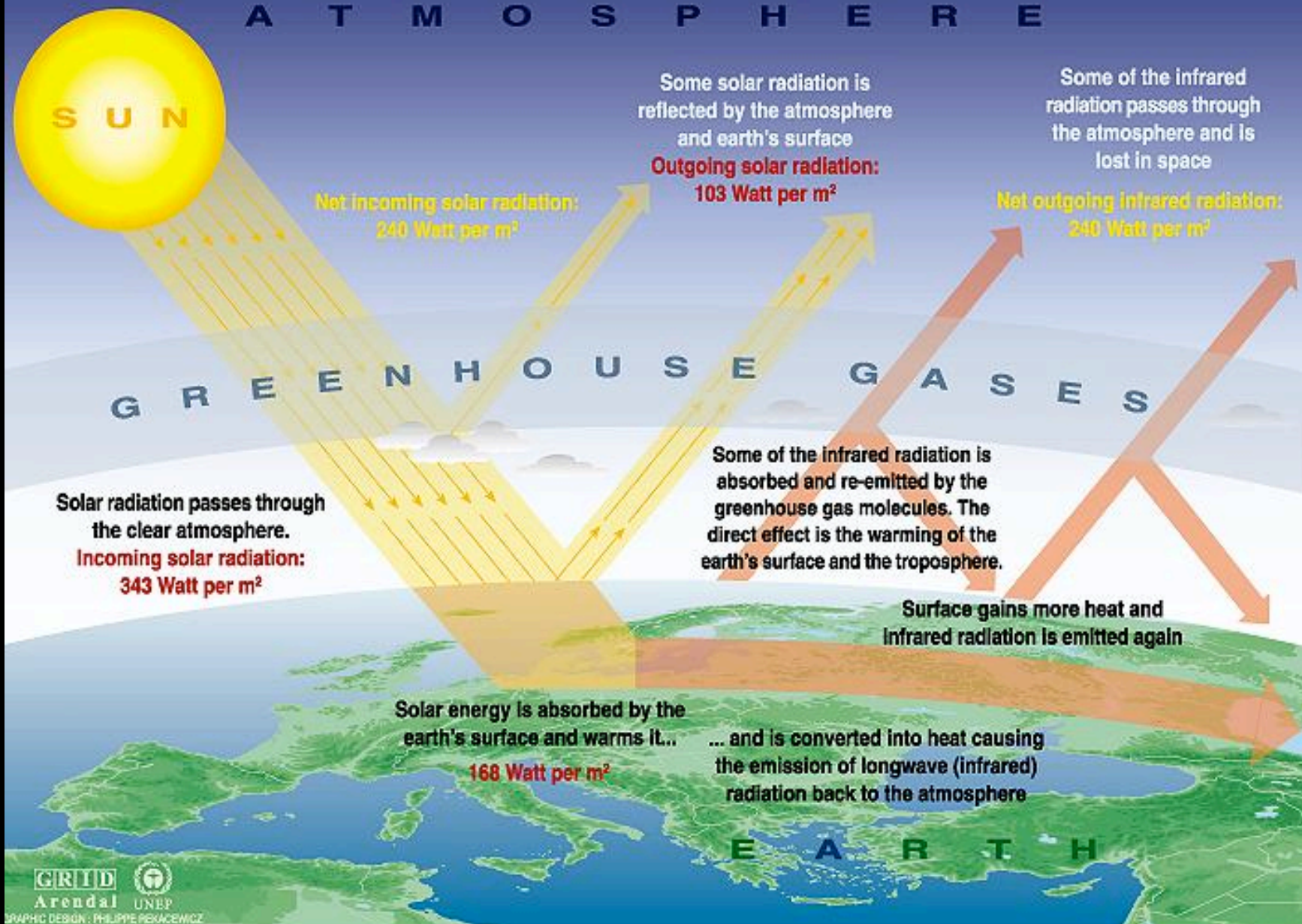
80 percent of American consumers believe it is better to buy from “Green” companies

40 percent of the U.S. population believe concerns about global warming are increasing environmental awareness

35 million Americans are “True Greens”

Adults ages 45-54 are leading trends toward recycling and purchasing “Green” products

# The Greenhouse effect



Sources: Okanagan university college in Canada, Department of geography, University of Oxford, school of geography; United States Environmental Protection Agency (EPA), Washington; Climate change 1995, The science of climate change, contribution of working group 1 to the second assessment report of the intergovernmental panel on climate change, UNEP and WMO, Cambridge university press, 1996.



## Environmental Facts – *Did You Know ...*

Carbon dioxide is *the* major contributor to global warming

CO<sub>2</sub> is at its highest measured level (Antarctic ice cores) in 480,000 years

Carbon dioxide levels are expected to more than double by the end of the century





## Environmental Facts – *Did You Know ...*

The 11 hottest years on record have occurred since 1990

The rate of temperature increase is expected to triple by 2100

Residential windows account for 10 percent to 25 percent of home heating and cooling energy costs

Approximately 2 lbs of CO<sub>2</sub> are created for every kilowatt hour of energy produced from coal or natural gas



## Environmental Facts – *Did You Know ...*

Each 0.01 U-value improvement in windows can save up to 400 lbs of CO<sub>2</sub> per home/year

Each reduction of 0.1 SHGC can save up to 200 lbs of CO<sub>2</sub> per home/year

Windows that last 20 years can save up to 16 tons of CO<sub>2</sub> production in an average home

It takes three full-grown trees one year to absorb one ton of CO<sub>2</sub> (one typical home)



## Environmental Facts – *Did You Know ...*

The best warm edge spacer – Duralite™ – can improve total window U-values by up to 0.04 and save almost 1,600 lbs of CO<sub>2</sub> production and \$205 in energy costs per year in an average home

If every home in America had Duralite warm edge spacers, we could save the environment over 58 million tons of CO<sub>2</sub> pollution

Selling Environmentally Friendly Windows

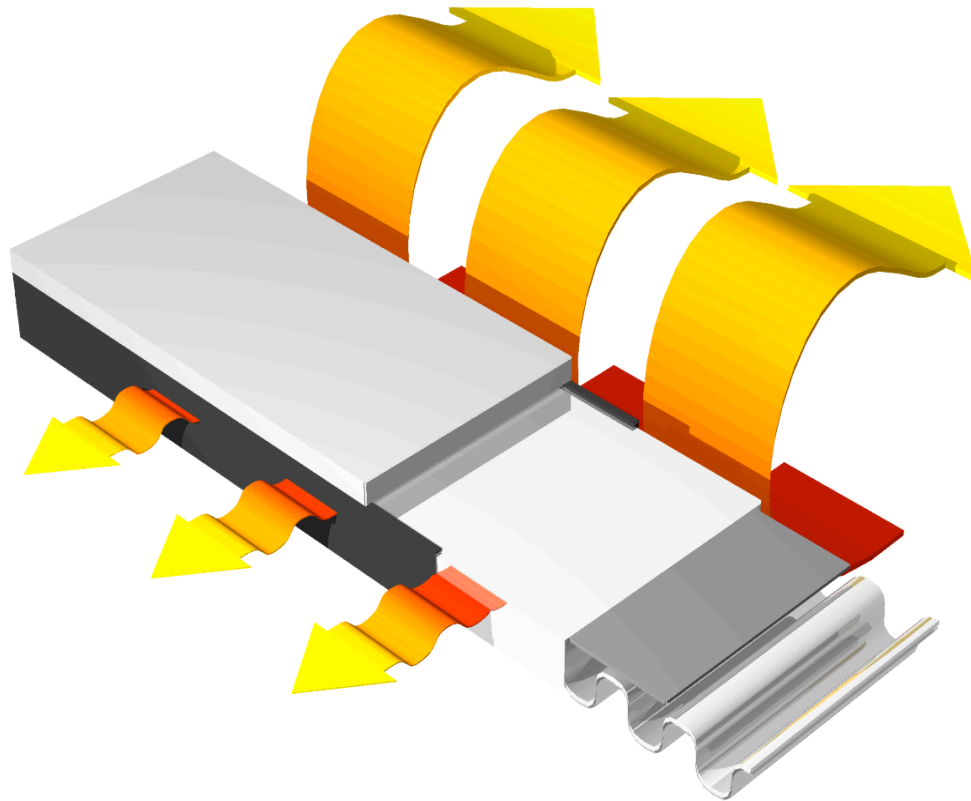
enviro  sealed  
w i n d o w s™

Green is more than a color, it's an obligation.

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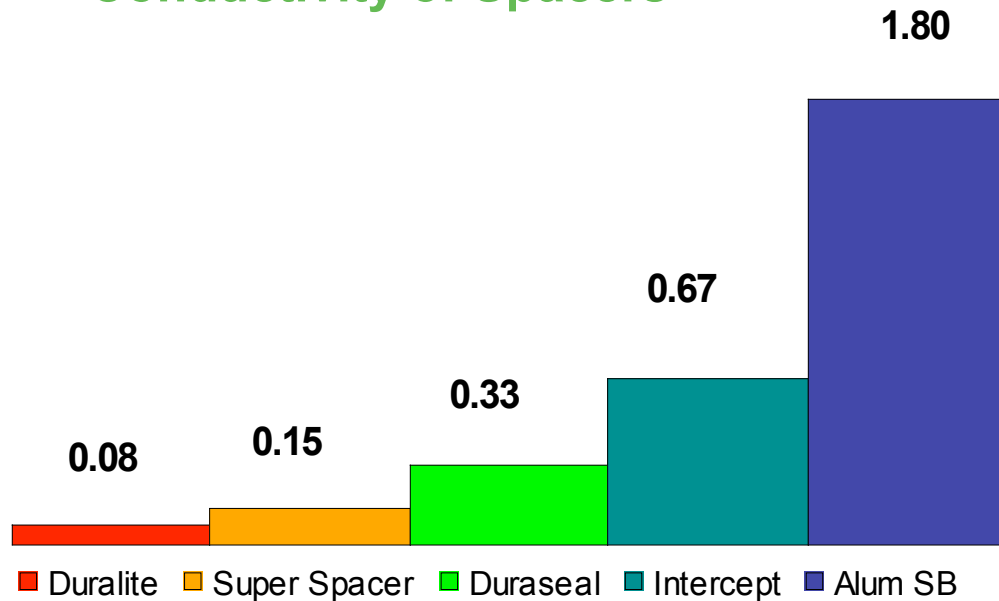
## Envirosealed Windows



Dura Platform spacers insulate the edge of glass better than solid foam or metal spacers. Dura Platform spacers are hollow, trapping air for maximum thermal performance.



## Conductivity of Spacers



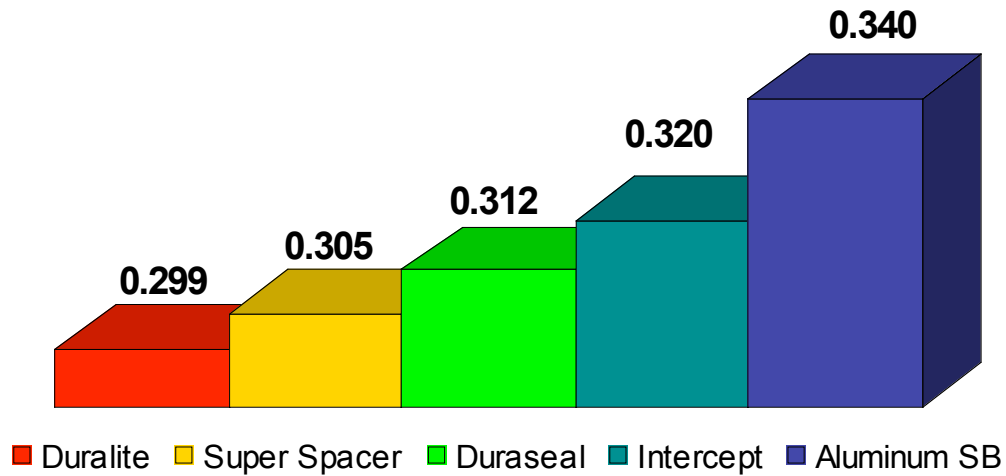
Better insulating Dura Platform spacers improve the temperature of the glass.

Warmer glass makes you feel more comfortable while using less energy and producing less carbon dioxide pollution.

Simulations were performed by Enermodal Engineering Limited using Window 5.2 and Therm 5.2 as per NFRC 100 and NFRC 500, 2001.  
Dec. 23, 2003



## Total Window U-Value



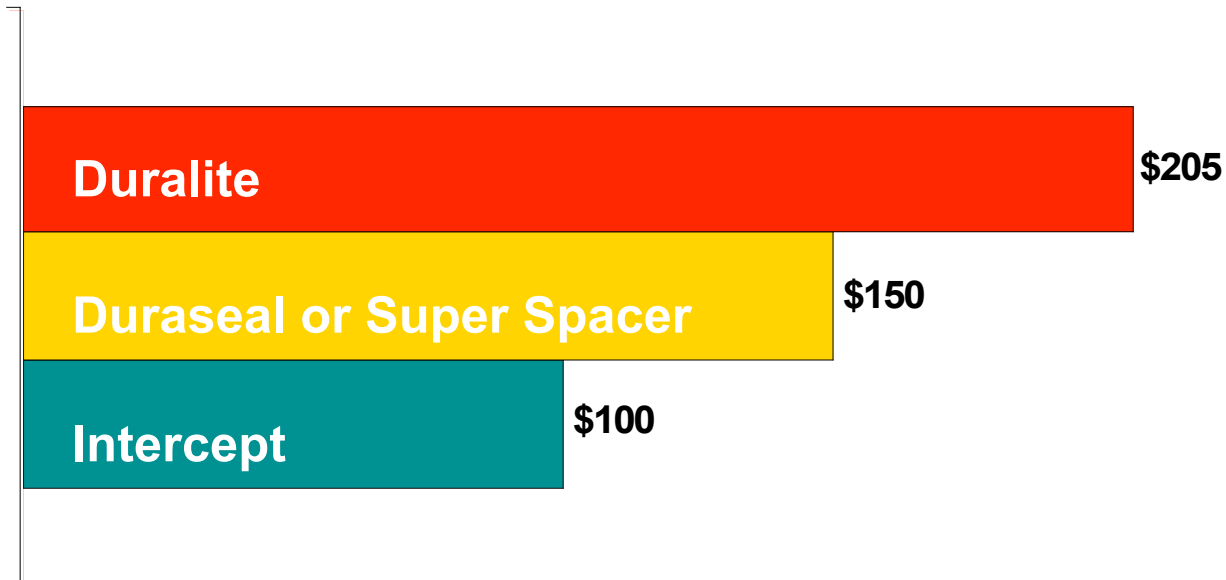
Dura Platform spacers improve the total window U-value.

Warmer window U-values makes you feel more comfortable.

Simulations were performed by Enermodal Engineering Limited using Window 5.2 and Therm 5.2 as per NFRC 100 and NFRC 500, 2001. Generic vinyl window, soft coat low e (e=0.034), argon-filled.



## Annual Savings Compared to Spacer Bar

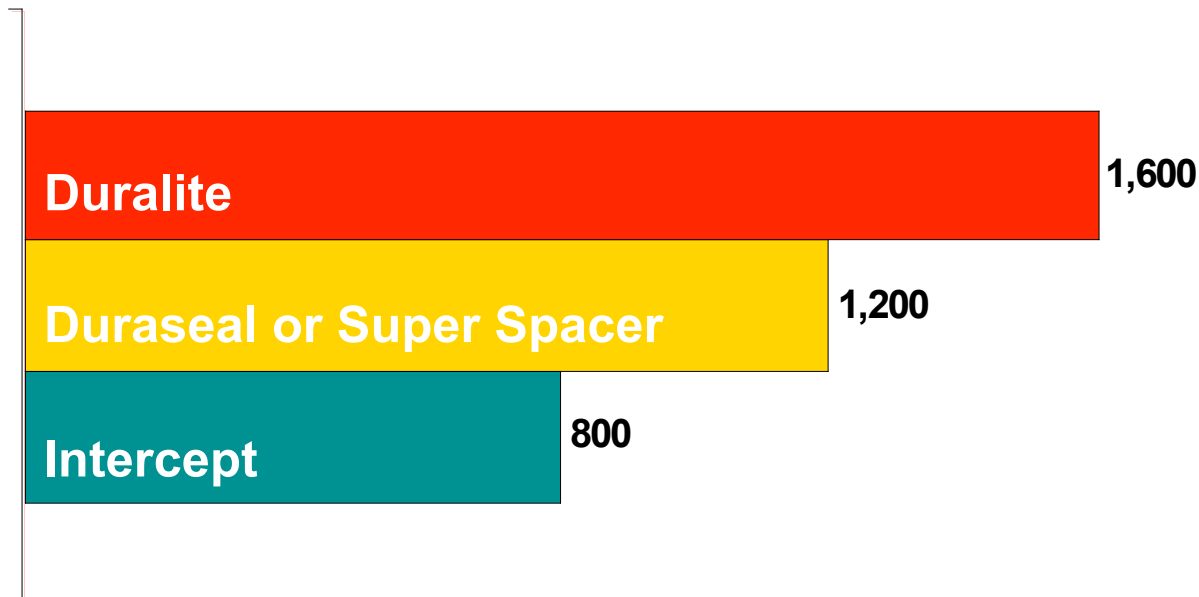


Dura Platform spacers improve the total window U-value, which reduces heat loss and saves money on energy bills.

Simulations were performed by Enermodal Engineering Limited using Window 5.2 and Therm 5.2 as per NFRC 100 and NFRC 500, 2001. Generic vinyl window, soft coat low e ( $e=0.034$ ), argon-filled. Total house energy usage was calculated using Resfen 5.0 and converted to Kwhr at \$0.25.



## Annual Carbon Dioxide Reduction versus Aluminum Spacer Bar



Dura Platform Spacers can save the environment from 1,200 to 1,600 lbs of CO<sub>2</sub> per year for a typical home.

Simulations were performed by Enermodal Engineering Limited using Window 5.2 and Therm 5.2 as per NFRC 100, and NFRC 500, 2001. Generic vinyl window, soft coat low e (e=0.034), argon-filled. Total house energy usage was calculated using Resfen 5.0 and converted to Kwhr at \$0.25. Carbon dioxide savings was calculated based on approximately 2.0 lbs per Kwhr.



## **Saving Our Planet One Window at a Time**

**Green is more than a color, it's an obligation.**

We want to make the environment in your customers' homes as comfortable as possible.

But we don't want to destroy the environment outside their homes doing it.

We are efficiency experts and our efficiency has many benefits. But the most important benefit is the energy your customers will save. Our window spacers efficiently seal your windows, your windows efficiently seal your customers' homes and they use less energy to heat and cool. And the less energy they use, the less impact they have on the environment.

If we all do our part, your customers will have beautiful, efficient windows and something beautiful to look at through them.