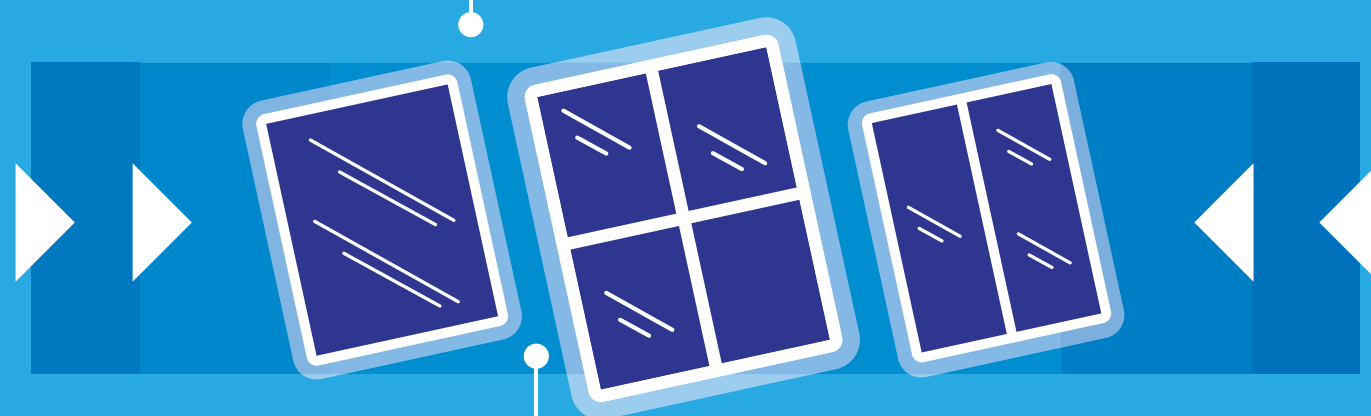


ENERGY RATED ADDED COMFORT: AERC-Certified Window Attachments

Market Opportunity

>50% of U.S. homes have inefficient windows (i.e., single pane or non-low-e double panes)



Windows make up 30% of a typical home's heating and cooling energy



Window attachments can upgrade the performance of existing windows and reduce a household's annual energy use.

Energy Savings

PRODUCT	SAVINGS	
	COOLING	HEATING
FIELD STUDIES		
Cellular/ Honeycomb Shades (always pulled down)	15%	10%
Cellular/ Honeycomb Shades (optimal automation)	20%	15%
Low-E Storm Windows	8%	11%
Exterior Shades (1% openness factor)	20%	N/A
SIMULATION STUDIES		
Blinds*	32%	7%
Interior Roller Shades*	24%	9%
Awnings*	36%	N/A
Cellular/ Honeycomb Shades (average operation)*	22%	17%

*Savings based on simulations of "standard" user operation.

Utility Incentive Programs and Demonstration Projects

- Low-E storm windows included in RTF and qualify for incentives in BPA territory (WA, OR, ID, MT)
- Commercial secondary window demonstration project started 2020
- Commercial buildings in OR, MT, ID, WA
- Will validate performance and energy savings

337% increase in low-E sales!

2015 pilot program incentivized low-E storm windows

Pilot for commercial secondary windows (NY) started 2020

Build case for prescriptive measures by conducting M&V on custom projects

Automated shades

Pilot began in 2020

Data collection for pre- and post-installation comparison

125% low-E market share increase in 2017

2017 pilot program

2018-2019 full-state program

Incentivized low-E storm windows

States with low-E storm windows in TRM:
 Colorado • Illinois • Iowa • Louisiana • Massachusetts • Michigan • Minnesota • Missouri • New York
 Rhode Island • Vermont • Wisconsin • Arkansas (2022 TBD) • Texas (2022 TBD)

AERC Third-Party Certified Ratings and Label

U-factor, SHGC, VT, AL are simulated or tested and reported for every certified product

Storm windows, cellular shades, and roller shades are currently certified and labeled. Blinds, roller shutters, and awnings are coming soon

COOL
Use cool climate rating

MIXED
Use both climate ratings

WARM
Use warm climate rating

Example Utility Program Marketing Materials

KEEP WHAT'S OUTSIDE, OUTSIDE.
with Low-E storm windows.

LEARN MORE >

focus on energy
Partnering with Wisconsin utilities

EVERY WINDOW NEEDS ANOTHER LAYER

Every window and energy efficiency starts in your home by installing Low-E storm windows. Low-E storm windows have been shown to reduce energy use and provide additional energy savings. Upgrade your windows today. Call 1-800-855-3377 for more information.

NOW 25% OFF

BENEFITS OF LOW-E STORM WINDOWS

- MODERN DESIGN
- COST-EFFECTIVE SOLUTIONS
- SUPERIOR COMFORT

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