

IWFA Updates Policies and Procedures for Expansion of Its International Membership Base

With both the integration of the European Window Film Association (EWFA) as a chapter of the IWFA and the continued growth of manufacturer and distributor members from other parts of the world, the IWFA has found it necessary to review and update its Membership Policies and Procedures, including its Advertising Policies. The revised and updated Advertising Policies identify well-known industry testing standards that IWFA members can use to develop accurate claims about product performance. The revised and updated Policies include:

- Limited License for Use of IWFA Service Marks
- Antitrust Policy and Guidelines
- Advertising Policy and Guidelines
- Membership Eligibility & Terms of Membership
- Endorsed Testing Standards (“Exhibit A”)

Copies of all these documents can be found on the IWFA website at <http://www.iwfa.com/News/MembershipRequirementsUpdate.aspx>.