



INTERNATIONAL WINDOW FILM ASSOCIATION®

Providing Information, Education, and a Powerful Voice for the

2006 Record Setting Year for IWFA

As an organization, the IWFA set several records in 2006.

For the first time since it reorganized its funding procedures almost five years ago, the IWFA not only had a positive financial result for the year, it also had a small but real **financial surplus**. This was due to several factors: income increased due to membership growth, operating expenses continued to be managed efficiently, and sales of literature and services (like educational training) increased.

Dealer membership in the IWFA increased at its highest growth rate (+7%) in the last ten years. International membership growth, both in the dealer and distributor categories, increased at over 13%. In addition, there were more manufacturer members of the IWFA in 2006 than ever before.

Compared to the original budgets for 2006, total member dues were up 8%, services were up 32%, and expenses were down 1%. This resulted in **net income which was more than 100% of original budget** for the year. (But let's not get too excited since the budget was only \$35,000.) It is clear, however, that the IWFA is managing its way into financial solidarity for the future.

It is obvious that the IWFA has a winning plan in place to help move the window

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Window Film Qualifies for Energy Tax Credits

In November, 2006, the window film industry was informed by the Internal Revenue Service that window film manufacturers could start certifying solar control window film products as being eligible for an Energy Tax Credit. After more than a month of clarification of the specific guidelines for manufacturers to comply, by the end of 2006 manufacturer members of the industry trade associations had the information they needed to begin getting ready to certify their own products.

This eligibility of window films for tax credits was the result of work done by Darrell Smith and industry consultants representing both the AIMCAL-Window Film Committee and the IWFA. Although the industry had investigated trying to qualify before the original tax credit went into effect in January of 2006, it was only after full approval of window films for certification by the National Fenestration Rating Council in July, 2006, that there was at least one nationally recognized third party validation process for film energy specifications. During August and September, meetings were held with various members of Congress who had been involved in the original purpose of the tax credit legislation. As a result, an ex-

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Special points of interest:

- ♦ Tax credit certification controlled by manufacturer (page 1).
- ♦ IWFA Website heavily used by consumers and others (page 2).
- ♦ Accreditation program growing in acceptance (page 5).

Explosive Use of IWFA Website Continues

Have you visited the IWFA website lately (www.iwfa.com)? Because of increasing consumer interest in window film, the IWFA continues to make its site more consumer user friendly. The main page offers consumer information on the benefits of window film, product information on all types of window films---automotive, residential, safety & security, and commercial---and window film terminology, as well the much-used "Dealer Locator." **And consumers are using it!** The four sections most frequently visited on the site are the state law chart, the statement on hurricane protection, the benefits of window films, and, most recently, the energy tax credit announcement.

A look at only a few **website statistics confirms the high levels of activity**. During the summer months the monthly average was 314,000 page requests from over 15,000 separate logins, with over 6 GB of data downloaded and the dealer locator used more than 5,000 times. In these winter months, the average has been 210,000 page requests from over 12,000 logins, with over 5 GB of data downloaded and the dealer locator used more than 3,000 times. No matter how it is viewed, **lots of consumers see the website and many of them end up as dealer referrals** through the dealer locator. No matter whether a consumer uses the Dealer Locator or goes to the Accreditation Hall of Fame, a listing of those accreditations achieved by individuals is listed. Even if this does not convince a consumer to consider a particular dealer first, it could obviously be used as a tie-breaker in their decision.

The IWFA website also continues to be a resource for IWFA members. All legislative alerts issued for the last 3 years on automotive window tint legislation are located on the site, and the Accreditation Hall of Fame has been updated to include all of our accredited members. The latest in information about major opportunities for the window film industry (such as the energy tax credits for consumers) can also be found there. In addition, the **Find a Distributor** and **Find a Manufacturer** parts of the site are being used by newcomers to the industry.

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If you are a member, make sure the information on your **member profile** is accurate and current. Remember, you can have a **direct link to your own website** from the IWFA website. If you are not a member, then please consider joining and not being left out on the information and referrals coming from the IWFA website.

Just one or two referrals a year will more than pay the annual dealer dues!

Check us out yourself at www.iwfa.com.

Update on NFRC Certification Process

At its summer meeting held in Minneapolis during July, the National Fenestration Rating Council (NFRC) approved the final written procedural process for window films to achieve NFRC certification.

This left only one more technical hurdle involving methods of simulation of film performance on different existing types of glass and glass constructions. That hurdle was overcome for glass products at the NFRC November meeting in Alexandria, Virginia, and is scheduled for official balloting for approval for use with window film at the March, 2007, meeting which will be held in Austin, Texas. Without this technical procedure approved, window film manufacturers can still submit their products for NFRC certification; the process is just more costly and time-consuming than it will be with the use of the latest Optics software.

Approval is anticipated for this March meeting, but, if unforeseen problems develop, the final approval may not occur until the summer meeting of 2007. For more information, you can go to www.nfrc.org.

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Window Film Tax Credits

ploratory meeting with the Internal Revenue Service was held. After their review of the information which was provided to them at that meeting, the agency responded that window film manufacturers could begin certifying products as qualifying for the tax credit.

Consumers and dealers and distributors should check with their window film manufacturer for guidance on which of their films qualify ...

This is a consumer tax credit rather than a reduction in taxable income, and is available for all qualifying film purchased and installed between January 1, 2006 and December 31, 2007. Consumers will be able to claim a tax credit equal to 10% of the film materials, up to a maximum of \$500 for qualifying products.

Individual manufacturers may decide which of their products, as installed on which types of windows, they wish to certify for qualification for the tax credit. In addition, each manufacturer will make copies of its certification statement available either through its dealers and distributors or directly to consumers, by mail or in downloadable form on its website for use in claiming the tax credit. Consumers will need to retain a copy of the invoice for the film (with film materials and installation charges separated, as the credit is for film only) and the manufacturer's certification statement in their personal records as documentation for taking the tax credit. Consumers and dealers and distributors should check with their window film manufacturer for guidance on which of their films qualify on which types of windows and on how to obtain a copy of the manufacturer's certification statement.

General questions about the tax credit programs may be directed to the IWFA office (admin@iwfa.com or 276-666-4932), but only a window film manufacturer or its representative dealers and distributors can answer specific questions about its products and the tax credits. IWFA manufacturers, distributors, and dealer members, can be found by using the IWFA website.



IWFA Executive Director
Darrell Smith Preparing
IRS Presentation Materials



Darrell Smith of IWFA, Len Pagano of SafeAmerica, Aren Almon-Kok of PFFI, and Joe Hernandez of NBC/Universal at Summit Held in NYC

NBC and Saturday Night Live Provide Locale for SafeAmerica Summit

In early September, 2006, the SafeAmerica Foundation held a Preparedness Summit in New York City to present to regional and national leaders in the healthcare, communications, and emergency preparedness and response industries the most current update on Pandemic Influenza.

Since all these industries are involved in other types of national and international crises, it presented a natural opportunity to introduce the Protecting People First Initiative of SafeAmerica (formerly the Protecting People First Foundation) and the importance of protective glazing systems and other methods of keeping people in large buildings safer.

The co-host for the Summit was NBC-New York and the meeting was held on the set of the Saturday Night Live Show in the NBC facilities located at Rockefeller Center.

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Major Improvements in Online Accreditation Testing

To improve the quality and availability of its online accreditation program, the IWFA is happy to announce that it is now offering this service through Gainesville Independent Testing Services in Gainesville, FL. Each potential tester must register with the IWFA and prepay for the test; the IWFA will then send out the study guides and instructions. When the test registrant is ready to take the test, he/she will contact the testing service for an appointment in his area. Registration forms are available on the IWFA Web site and from the IWFA office. A list of test sites in the United States and Canada is also located on the IWFA site at <http://www.iwfa.com/iwfa/News/training.html>.

New pricing for accreditation tests began on January 1, 2007, and are listed as follows:

Testing at an IWFA designated site, such as SEMA, or a manufacturer or distributor designated site is:

- IWFA Members \$100.00 plus cost of educational manual
- Non-members \$300.00 plus cost of educational manual

Accreditation testing offered throughout the U.S. through Gainesville Independent Testing Services: Each registrant must register and prepay with the IWFA, who will provide the study materials. When the registrant is ready to take the test, he will contact the testing service and make an appointment at a designated center in his area. Fees for this testing program are:

- IWFA Members \$125.00 plus cost of educational manual
- Non-members \$325.00 plus cost of educational manual

Educational manuals:

- | | |
|---|------------------------------------|
| Solar Control Manual---\$29.95 | Automotive Manual---\$19.95 |
| Advanced Solar Control Manual---\$39.95 | Safety & Security Manual---\$29.95 |

Please contact the IWFA office at (276) 666-4932 or e-mail laura@iwfa.com for more information.



**Darrell Smith Hamming It Up
Onstage at Saturday Night Live**

SafeAmerica Summit Held in New York City

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The IWFA was also listed as a sponsor of the Summit in the invitations to the Summit and all materials used there; in addition, Darrell Smith, IWFA Executive Director, was invited and recognized at the Summit as a member of the SafeAmerica Executive Board. This was the second (first was held at NBC-Chicago in 2005) such Summit and another is scheduled for the Los Angeles area in lbefore the end of the first quarter of 2007.

SafeAmerica is becoming recognized as a leader in presenting leading edge information on emerging safety and health issues for local business and government leaders in major metropolitan markets in the U.S.

Both the IWFA and AIMCAL-Window Film Committee are have been active members of SafeAmerica for almost ten years now. For more information, go to www.safeamerica.org.

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film industry forward. If you already belong to the IWFA, get more actively involved by serving on the board or asking your competitors to step up and support the industry by joining. **If you aren't yet a member, ask yourself whether you want to be only an observer from the sidelines or a member of the team advancing the interests of your industry.** For more information, go to our website at www.iwfa.com or call the office at (276) 666-4932. We would love to hear from you.

Accreditation Program Continuing to Grow

The IWFA Accreditation Program is very much alive and growing. To date, the IWFA has administered over 1000 accreditation tests with a successful rate of those passing being slightly better than 85%. Total accreditations issued by type are:

Solar Control	658
Advanced Solar Control	19
Safety & Security	162
Automotive	<u>46</u>
TOTAL	885

Although many of our members have achieved accreditation in more than one area, there are only three who have now taken and passed all four programs. They are: Spencer Robley of Johnson Window Films, California; Wong Chi Keung, Masterkote Filmtech, Ltd, Hong Kong; and Patrick Zhou, Bekaert Specialty Films, China.

For more information on how you might become accredited, e-mail laura@iwfa.com or call (276)666-4932.



IWFA Education Accreditation Class at SEMA

IWFA Receives Invitation to Participate At Florida Building Officials' Educational Event

Whenever a major opportunity presents itself to inform people in positions of influence with builders, spec-writers, and architects about the benefits of using window films, the IWFA tries to take advantage of it.

Just such an opportunity presented itself this past summer. A trainer involved with the building code industry alerted the IWFA office of an upcoming educational and tradeshow event being held by the Building Officials Association of Florida. At this event, the members of this organization would be exposed to understanding what window and glass products could be used to meet the newly revised Florida Energy Code which was to take effect in November, 2006. Since window films were one technology which could be used, especially in retrofit situations, to bring windows into compliance with the newly revised code, they could be included in the training.

In addition, the IWFA was offered an opportunities to be listed as a sponsor of the training and to

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Florida Building Officials' Event



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have a staffed informational booth in the exhibit hall during the events being held.

Darrell Smith and the IWFA office staff led by Laura McGee spent the two days answering many questions about seal failure, glass breakage, hurricane protection, and general warranties in our industry. In addition, many film samples and specification sheets submitted to the IWFA from various manufacturer members were handed out at the exhibitor event. For more information, go to www.boaf.net.



Building Officials Association of Florida

announces

PRESIDENT
William G. Dumbaugh, CBO
Broward County
Board of Rules and Appeals

SECRETARY
Robert Boyer, CBO
Plans Examiner III
Palm Beach County

TREASURER
Tamara Landis, CBO
Building Official
University of West Florida

IMMEDIATE PAST PRESIDENT
Joseph R. Crum, CBO
Building Official
City of Port Orange

EXECUTIVE DIRECTOR
Don Fuchs, M.C.P., C.B.O.

International Window Film Association
318-A Brown Street
P.O. Box 3871
Martinsville, VA 24115
Attention: Darrell L. Smith

Dear Mr. Smith,

On behalf of the Building Officials Association of Florida, we wish to thank you and Guardian Industries for your generous support of the Florida Windows Workshop, held in conjunction with our annual conference in St. Augustine, FL on June 7, 2007. As you know, this special workshop will prepare the building enforcement community to review and inspect the reconfigured energy calculations for more than 130,000 new housing permits in response to 2006 changes to the Florida Energy Code. We anticipate that high-efficiency windows will be a cost-effective option for energy code compliance and thus, our members will need a better understanding of labeling, standards and enforcement. We could not provide this education without your support.

To recap the benefits to you and IWFA, sponsorship is reserved only for energy efficient components and no more than 12 sponsors will be accepted. Your donation of \$2,500 provides you with two complimentary admissions, an electronic copy of the attendee list (estimated to be 600 building officials, design professionals and fenestration industry representatives), special recognition at the opening and close of the workshop, signage indicating our appreciation and the opportunity to provide a 1-page advertisement to attendees. We will include your logo on additional promotional materials (together with other sponsors) as space permits.

The educational program will be split into three parts. The first part will cover the federal HVAC changes, how they effect Florida's code compliance and an overview of thermal window performance testing and labeling. The second focuses on installation and framing inspection, showing how simple it is to actually check the energy performance at the same time, thus eliminating the need for an additional field inspection. A session on HVAC sizing standards, forms and impacts is last, to show building officials the dramatic impact efficient windows can have on air conditional loads, since these must be enforced as well. Breakfast, two breaks and lunch will be held in the exhibit hall to allow ample time for attendees to become familiar with your products.

Thank you again for supporting our efforts. We think this a great opportunity to support the enforcement community, improve the housing stock and strengthen Florida's energy and economic future.

Don Fuchs, M.C.P., CBO
Executive Director

Arlene Z. Stewart
Workshop Coordinator

Workshop Sponsors



**REMEMBER THAT
DAYLIGHT SAVINGS
TIME STARTS THIS
YEAR ON MARCH 11.**

**BE SURE TO MOVE
YOUR CLOCKS
FORWARD BY ONE
HOUR ON THAT DAY.**

Why Join a Trade Association?

Why does a person join a trade association? Dealers joining the IWFA may be influenced by various factors; but when someone joins an organization or trade association related to his field of work, that person is stepping forward and looking to improve his business and his image. When the IWFA sends out a new member package, a survey is included to find out what enticed the member to join the IWFA.

A new member from Florida cited that information on the IWFA Web site, information and suggestions from his distributor, talking with the IWFA office staff, and participating in the accreditation program were the crucial factors in his joining. A member from Pennsylvania attributed his joining to talking with IWFA personnel and conversations with other members, while another Pennsylvania member gave his distributor credit for urging him to join.

Visiting the IWFA booth at the SEMA Show was a big reason for joining for a member from Phoenix, Arizona, along with information on the IWFA website, the IWFA newsletter, and his free subscription to Window Film magazine. A new member from Thailand listed several factors: the IWFA newsletter, suggestions from his distributor, the IWFA personnel, the accreditation programs, conversations with other members, and visiting the IWFA booth at trade shows.

If you aren't a member, please visit the IWFA website today (www.iwfa.com), or contact the IWFA office at (276) 666-4932. There is lots going on in the window film industry, and bigger and better things are coming!

SafeAmerica, Allstate, and the IWFA Join Together in Preparedness Program

PREPARED NOT SCARED™

The Allstate Protect & Prepare Campaign

Allstate FOUNDATION
SAFEAMERICA FOUNDATION
IWFA
READY.GOV

A Proposed Partnership



PRESS RELEASE
APRIL 1, 2006

Contact Dave Garrison
770-973-7233
dave.garrison@safeamerica.org

Are You Hurricane Ready?

Last year's hurricane season was the most devastating in our country's history. In addition to the tragic loss of life, the economic impact from the record setting number of hurricanes making landfall in the U.S. will continue to be felt in parts of the country for many years. For decades the name Katrina will bring images to mind of tragic human suffering.

Len Pagano, President of the Safe America Foundation, says, "One of the things I find most disturbing is that even though people had seen the incredible destruction in Florida from the previous year's storms, most people in the Gulf area had done little, if anything, to prepare for the storms."

Another hurricane season is fast approaching and the weather experts say that the U.S. could be in for another devastating multiple storm season. Some meteorologists are even sounding the alarm for the possibility of hurricane landfall along the eastern seaboard north of the Mason Dixon Line.

One fact is certain, the science of hurricane prediction is an inexact one. So the wise course of action for anyone living in an area that is susceptible to ocean storms is to prepare in advance for the possibility.

The Safe America Foundation, in partnership with the International Window Film Association, wants to help you prepare so that you will be ready for the next hurricane season. Personal and family safety is always the primary consideration in any weather disaster, while protecting your home or vacation property is also of major concern.

"We will provide information about what steps you can take to ensure not only your and your family's personal safety, but also how to determine the most appropriate and cost effective measures for you to take to protect your home or property," Pagano says.

Interested persons can visit the foundation's Web site at www.safeamerica.org to obtain information or they can call 770.973.7233 and ask for printed information about how to protect themselves, their loved ones and their homes.

Restoring Uniqueness (an IWFA Member Experience)

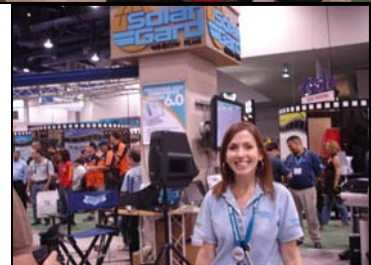


Roosevelt Cottage is situated on a unique site because it is a multinational island (Canada & USA), where the employees of the resort are split 50-50, Canadian and American. Tourists can travel to Campobello Island by ferry (summer only) from Black's Harbor, New Brunswick, Canada, or by causeway from Lubec, Maine, USA. The cottage, built in 1897 next to one built in the 1880's by Franklin D. Roosevelt's parents, was renovated in 1915 and is now part of Roosevelt Campobello International Park.

When Chris LeClair of Moncton, NB, visited during the holidays of December, 2002, he noticed the worn-out UV roller shades, which were obviously the only articles not original to the building. Since he and his family owned Maritime Window Film Specialists, he offered to replace with the blinds with window film. So his sons, Denny and Serge, applied a UV-blocking window film to over 400 panes, which now protect valuable artifacts from fading without interference to the gorgeous view. The windows now let in more natural daylight and open the views of the natural surroundings.



SEMA 2007-The Pictures Tell It All



WINTER 2007



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Martinsville, VA 24115

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Email: admin@iwfa.com



Ask your distributor or manufacturer if they belong to the IWFA! If not, why don't they, especially if you do!!

INDUSTRY CALENDAR 2007/2008

EVENT	SPONSOR	WHEN	WHERE
<u>Glass Week 2007</u>	GANA	January 20-25, 2007	Sarasota, FL
<u>National Auto Glass Conference & EXPO</u>	NGA	February 14-17, 2007	Orlando, FL
NFRC Spring Membership Mtg	NFRC	March 5-8, 2007	Austin, TX
<u>SEMA Spring Expo</u>	SEMA	March 23-24, 2007	Atlanta, GA
<u>SEMA OffRoad</u>	SEMA	March 23-24, 2007	Atlanta, GA
GICC Meeting	GICC	April 9-10	Orlando, FL
<u>PGC Spring Meeting</u>	PGC	April 11-12, 2007	Orlando, FL
<u>Glass Expo 2007</u>	IGA	May 17-19, 2007	Las Vegas, NV
<u>International Window Film Tint-Off and Conference</u>	Window Film Magazine	May 18-20, 2007	Las Vegas, NV
NFRC Summer Membership Mtg	NFRC	July 23-26, 2007	Denver, CO
<u>GlassBuild America 2007</u>	NGA	September 10-12, 2007	Atlanta, GA
<u>2007 SEMA Show</u>	SEMA	Oct 30-Nov 2, 2007	Las Vegas, NV
NFRC Fall Membership Mtg	NFRC	November 5-8, 2007	Nashville, TN
<u>PGC Annual Symposium</u>	PGC	November 29-30, 2007	Washington, DC
NFRC Spring Membership Mtg	NFRC	March 3-6, 2008	TBA
NFRC Summer Membership Mtg	NFRC	July 29-31, 2008	TBA
NFRC Fall Membership Mtg	NFRC	November 3-6, 2008	TBA