



INTERNATIONAL WINDOW FILM ASSOCIATION®

*Providing Information,
Education, and a
Powerful Voice for the
Window Film Industry*

ONLINE ACCREDITATION PROGRAM GROWS

No more excuses! It's now easy and convenient to acquire an IWFA Accreditation. While passing any examination is not a certification, it may be used to gain recognition and verify knowledge of the principles, properties, and applications of the different types of window film. An accreditation may also be used to give consumers an improved way to evaluate dealers, which should be valuable to the professional.

This past year the IWFA began offering all four accreditations programs online through a new testing service that offers locations throughout the United States and Canada. Please visit the IWFA Web site for a list of the locations in your area: <http://www.iwfa.com/iwfa/News/training.html>. To take any test online, the applicant must submit an application, which is available on the IWFA site, with payment to the IWFA office. Member cost is \$125 plus the cost of the manual for any online test, \$325 for nonmembers plus the cost of the

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IWFA OFFICER PROPOSES 2008 NEW YEARS RESOLUTION

It's a new year, and a time when most people make resolutions. I hope all dealers resolve not only to join IWFA, but to be active members. Over the last year, I've talked to some dealers who have the misconception that the IWFA does nothing for them.

I guess they don't understand that having representation in associations such as NFRC (National Fenestration Rating Council), PGCI (Protective Glazing Council International), AIMCAL-WFC (Window Film Committee), GANA (Glass Associations of North America), GICC (Glazing Industry Code Committee, ABC (Advanced Building Coalition) and others is a plus to the window film industry as a whole. Because of

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NFRC CERTIFICATION FOR WINDOW FILMS BECOMES A REALITY

NFRC ATTACHMENT RATINGS			
XYZ Applied Film Company • Deluxe Green Film CPD#000-x-000 (Interior) <small>This rating uses reference product energy performance – actual product performance may vary.</small>			
ENERGY PERFORMANCE RATINGS – Solar Heat Gain Coefficient & Visible Transmittance Only			
Reference Product		Solar Heat Gain Coefficient	Visible Transmittance
Type	Glazing	With Film	With Film
Residential	Single Glazed Clear	0.64	0.67
	Double Glazed Clear	0.56	0.60
Non-Residential	Single Glazed Clear	0.68	0.69
	Single Glazed Grey	0.46	0.33
	Double Glazed Clear	0.58	0.64
	Double Glazed Grey	0.35	0.29

Manufacturer stipulates that these ratings conform to applicable NFRC procedures for determining attachment performance on reference product. NFRC ratings are determined for a fixed set of environmental conditions and specific product sizes. Consult manufacturer's literature for other product performance information. www.nfrc.org

Example of look of NFRC label for films.

NFRC certification for window films became a reality in December 2007 as CPFilms was given its full certification authority to start labeling certain of its products as “NFRC-certified”. Being the first of hopefully several other window film companies which will be seeking certification of their products, CPFilms is to be congratulated for plowing ahead and creating the pathway for other companies to follow in this important program. The benefits to the film industry as a whole of having NFRC-certified window films recognized by the architectural and energy industries as having real value in energy control planning for buildings are tremendous. Again, industry thanks are due CPFilms for taking a leadership role in pushing this rock uphill for us all!

Representative from Australian Fenestration Rating Council speaks to NFRC to announce the start of their own program based on NFRC.



NFRC Board of Directors listen to comments from the audience at Tempe, Arizona meeting in November, 2007.

NEW IWFA BOARD MEMBERS ELECTED FOR 2008

In September, 2007, four new members were elected to the IWFA Board of Directors to serve a 3-year term. These members are Rob Bottema (Distributor Category); Terry Marquardt (Manufacturer Category); Lee Shrewsbury (Dealer Category); and Johnny Sibilly (Distributor Category).

Rob Bottema hails from California and is Western Regional Sales Manager for CPFilms Inc. He has a BS. in Mechanical Engineering from Texas A&M and an MBA from USC. Terry Marquardt is the Sales and Marketing Manager for 3M; he has held key positions at 3M for 21 years in the consumer products industry. Lee Shrewsbury, founder and owner of Solar Insulation in Nashville, Tennessee, has been in the window film industry for over 33 years. Lee is a long standing member of the IWFA. Johnny Sibilly, the Distribution Manager for Bekaert-Americas, has been with Bekaert Specialty Films for four years. His many qualifications include a Master's Degree in Business.

We welcome these new and extremely well-qualified members to the IWFA Board. Please visit the IWFA Web site for more information about the new members: http://www.iwfa.com/iwfa/general_info/board_of_directors_2005.html. Our outgoing board members are Jack Audino, Brian Goad, Gregg McKay, Jim Hondroulis, and Shrikant Patil. They are to be commended for their continued service on the IWFA Board.

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that representation, window film is getting to be known as a viable way to save energy.

With energy rates going up nationwide, more and more consumers (residential & commercial) are looking for ways to conserve energy. In today's market most people go to the Internet for answers. When they want to know about window film, not only will they go to manufacturers' web sites but also to an unbiased site such as the IWFA. Once there, it's easy for them to link to a dealer close to them. If you want to be that dealer, you need to be not just a member but an active member. By that, I mean don't just pay your dues and do nothing else. If you have ideas on what can or should be done, please e-mail them to admin@iwfa.com. All suggestions will be brought up at board meetings. Your input helps the industry as a whole.

"...they don't understand that having representation in associations ...is a plus to the window film industry as a whole."

PROTECTIVE GLAZING COUNCIL UNDERGOES MAJOR ORGANIZATION CHANGES IN 2007

For the Protective Glazing Council (PGC), the past year of 2007 was a year of tremendous change. Strategic assessment workshops were held during the year with a professionally led group of PGC board members and interested other members assessing where the PGC now stood, where it wished to go, and how to restructure the organization to move in that stated direction. A new purpose statement with specific goals were determined for the organization; the name was changed to PGC International to better reflect its reach and membership; and steps to actively involve more members in the activities of the PGC were started. All this has created even greater influence and value of PGC membership! If you or any of your suppliers wish to get involved, just go to www.protectiveglazing.org and see what's offered.



PGC workshop meetings during 2007 promoted taking a fresh view at the organization by its leadership and other involved members.



Both the IWFA and the AIMCAL-Window Film Committee are members. Darrell Smith of IWFA and AIMCAL-WFC serves as a board member and as the Secretary/Treasurer. In addition, Carl Kernander of Madico, Randy Garcia of CPFilms, and Scott Haddock of Glasslock also serve as members of the board of directors, so the window film industry is well-represented in this association.

ASSOCIATION ACTIVITIES GO ASIAN

The manufacturer members of the AIMCAL-Window Film Committee(WFC) planned and funded a major thrust as an industry into the international arena in 2007. Activities and opportunities for both the AIMCAL-WFC and the IWFA were organized and held during 2007, with the main events held in China. The AIMCAL-



Darrell Smith addresses audience at building energy symposium.

WFC and IWFA are participants in the Asia Pacific Partnership which is a coalition of countries (U.S., Canada, Australia, Korea, China, Japan, and India) attempting to harmonize on building codes and product certification programs (similar to the NFRC programs in the U.S.) In doing so, our industry is working closely with the U.S. Department of Energy and the National Fenestration Rating Council.

Two major series of events took place in 2007, both in Shanghai, China. The first was a series of presentations and meetings which took place in May. Various window film manufacturer representatives had informal meetings with key Chinese agencies and officials to inform them of the industry's interest in working with them in the future.

The second event was on a much larger scale and also held in Shanghai. Darrell Smith, representing both AIMCAL-WFC and the IWFA, was invited as a guest speaker on the use of window films for both energy control and safety enhancement of buildings at a two-day international energy forum with speakers from 13 countries. In addition, the U.S. Pavilion at the China Fenestration Days international tradeshow was co-sponsored by DOE, NFRC, and AIMCAL-WFC. In addition, Madico, Johnson Window Films, and CPFilms all participated with booths in the U.S. Pavilion at the show.



Grand opening ceremonies at tradeshow in Shanghai.

As a result, Darrell was asked to take the place of honor alongside the Minister of Construction for China at the opening ceremonies for the trade show and at the event banquet, which gave window films much publicity. Both formal and informal meetings were held with the institutes in charge of standards, building codes, the construction trade associa-

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ASSOCIATION ACTIVITIES GO ASIAN

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tions, the minister of construction office, and the green building planner for China. Future activities and methods of working together in the future were tentatively planned. There was also an IWFA Solar Control Accreditation review and testing held and the review was attended by approximately 25 government and industry personnel to see what resources our industry had to offer. Activities in the international area for 2008 are now in the planning stages by the AIMCAL-WFC, which determines the funding and direction of this effort.

Although the IWFA gets much credit in the eyes of the public, this work is funded almost entirely by the AIMCAL-WFC window film manufacturers members.



Representatives of the Ministry of Construction at China Fenestration Show with Darrell Smith.



Madico Inc., Johnson Window Films, and CPFilms, Inc. all participated in the China Fenestration Show

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manual. Once the application is processed, the appropriate study manuals will be mailed to the applicant. When the applicant feels he is ready to take the test, he can call an 800 number at the testing service to set up an appointment to take the test at a convenient time at the nearest center. The IWFA has already had many members to take advantage of this service, so get moving today!

We would like to commend our members with four (4) Accreditations:

Spencer Robley, Johnson Window Films, California

Wong Chi Keung, Masterkote Filmtech, Ltd, Hong Kong

Patrick Zhou, Bekaert Specialty Films, China

Jason Jones, Film Solutions, Ohio

Peter Kaufmann, Solar Solutions of Louisiana, LLC, Louisiana

GOOD DEEDS CREATE GREAT PUBLIC RELATIONS OPPORTUNITIES

In the fall of 2007 Goodnews Rescue Mission in Redding CA received a boon from the window film industry. This organization is very much like the Salvation Army in that its purpose is to assist the needy and the homeless. A building called the Bridge to New Life has recently been completed. This building, which will house 100+ homeless people, will now be much more comfortable because the team of Madico, the Bray Group, and Sunblockers of Redding, California donated window film and its installation for the building. Kudos to these members of the window film industry for their philanthropy!

This event generated much coverage by local radio and television, as well with the local newspapers. This is great public relations for the window film industry.

We know that many others also perform this type of public service at times. If you are involved in these good-will activities, write them up and send them (along with pictures, if possible) to the IWFA at admin@iwfa.com. If you have not been involved, then contact your distributor and manufacturer for opportunities to do so!



The Goodnews Ressue Mission in Redding created a wonderful avenue for positive public relations



Darrell Smith and Lynwood Butner of the AIMCAL-WFC work on issues for the automotive film business.

**REMEMBER THAT
DAYLIGHT SAVINGS
TIME
STARTS THIS
YEAR ON MARCH 9.
BE SURE TO MOVE
YOUR CLOCKS
FORWARD BY ONE
HOUR ON THAT DAY.**

NEW EARTHQUAKE TESTING PROTOCOL BEING DEVELOPED BY WINDOW FILM INDUSTRY



Windows Readied for Testing

After much research showed there was no recent standard testing protocol which had been scientifically established for the testing of glazing materials' performances during earthquake events, the window film industry commissioned a research project to (1) develop such a test method which would be acceptable to the engineering community and (2) to actually test windows with and without window film applied in various ways.



Seismic Testing Apparatus



Technicians Preparing for Test

This multi-year project has been funded entirely by the manufacturer members of the AIMCAL-Window Film Committee and should set a standard by which not only additional films, but also other glazing materials and windows themselves, will be tested in the future to determine their performance during earthquakes. The project has been undertaken at the University of California, first in Irvine and now in San Diego, and is under the guidance of Dr. Tara Hutchinson. Darrell Smith and Andres Vasquez have been the AIMCAL-WFC representatives working with Dr. Hutchinson on the project. Representatives of the WFC manufacturers have been able to observe the work at various stages. The project should be completed in late spring 2008 with a final report issued shortly after that.

IWFA LAUNCHES UTILITY AWARENESS PROGRAM ON WINDOW FILMS FOR ENERGY MANAGEMENT

The IWFA is launching a Utility Awareness of Window Films for Energy Management for 2009. Committee chairman Jack Audino has begun to assemble his committee membership (and welcomes others across the country) and the IWFA office is readying the first round of mailing materials to be used in this effort. In 2008 the IWFA board approved the intent and funding for this program. The basic premise is that many utilities have either little, or inaccurate, understanding of the current technologies of today's energy control window film products and how they might be utilized in an energy management program by the utility. The ultimate goal would be rebates from a utility, but the minimal goals established for the program are to (1) make the utility personnel aware of the industry's products and capabilities and (2) to help the utilities notify their consumer base about the benefits of window film use.

If you have any interest in working with this committee (if only in your immediate area) please contact the IWFA office (276-666-4932 or admin@iwfa.com). They will have Jack Audino get in touch with you to discuss your desire for involvement.

NEW ENERGY ANALYSIS SOFTWARE COMING

A new proprietary energy analysis software program is being written for use with window films. The last version of this type of software, called Demand Analyzer, was based on the DOE-2 underlying software program and developed for the member manufacturers of the AIMCAL-Window Film Committee. It was limited in its applicability to the residential marketplace and could be technically challenging to perform on a large, complicated facility.

This new version is based on the very latest software program from the U.S. Department of Energy called EnergyPLUS. The custom program being written for the film industry is being funded exclusively by the manufacturer members of the AIMCAL-WFC. It will be proprietary only to these manufacturers and any customers to whom they wish to allow use and will be named **Efilm**. The program will have more options for the operator to use, be much more graphically enhanced, and allow for greater customization of output reports for end users. In addition, the program will be capable of being used for both residential and commercial buildings and finalized plans call for both a "lite version" to be used by dealers/distributors in the field and a full-blown version to be used as each manufacturer determines. This program should be ready for use in the 2009 U.S. season. Stay in touch with your manufacturer for more details.

GLAZING INDUSTRY CODE COMMITTEE SPONSORS ENERGY FORUM AT WINTER MEETING

The Glazing Industry Code Committee (GICC) sponsored an Energy Forum open to the public at its winter meeting in New Orleans in January 2008. Presentations were made by various code consultants which presented those major issues on which compromise and discussion would be needed if changes to the current codes are to succeed. Analyses of both sides of these issues were done, and an open discussion took place of the issues.

At its membership meeting on the day after the open format of the energy forum, the GICC decided its own positions on the proposals to be heard at the code hearings, which are scheduled to be held February 17-March 2, 2008, in Palm Springs. Darrell Smith, Executive Director of the IWFA and Manager of the AIMCAL-Window Film Committee, serves on the board of directors of the GICC and was elected Vice-President of the organization for 2008. He attends all GICC meetings along with various consultants representing the interests of the window film industry. In addition, he and these same consultants will be attending and supporting the window film industry at the building code hearings.

IWFA AND AIMCAL-WFC JOIN ADVANCED BUILDING COALITION AS FOUNDING MEMBERS

Both IWFA and the AIMCAL-Window Film Committee joined the Advanced Building Coalition (ABC) as founding members. The purpose of the Coalition is:

- is a broad group of building component manufacturers and other interested parties whose objective is to promote significantly increased building energy efficiency, sustainability, and other improvements in buildings.
- is interested in both new and existing buildings.
- promotes a "whole-building" basis for codes and efficiency programs.
- considers impacts on fire and life safety important.
- opposes the use of the building codes to gain competitive advantages.
- believes the cost of energy efficiency is an important consideration.
- supports both code and "above code" programs as ways to promote more efficient, durable and green buildings.

The Coalition has held two well attended open discussion forums to review all code proposals to increase energy efficiency in buildings and to determine the economic feasibility and impact of each. A forum on retrofit technologies and their potential is being planned for mid-year 2008 with support and direct involvement of the window film industry.

DEALER PRAISES INSURANCE PLAN FOUND THROUGH THE IWFA OFFICE

I would like to highly recommend Mr. Schuelke to all IWFA Members. As you know I recently joined the association. In the welcome package there was a notice concerning the service by BB&T for insurance for members facilitated via the IWFA. As it happened I was in the middle of trying to acquire General Liability insurance for our new location, so I immediately called him.

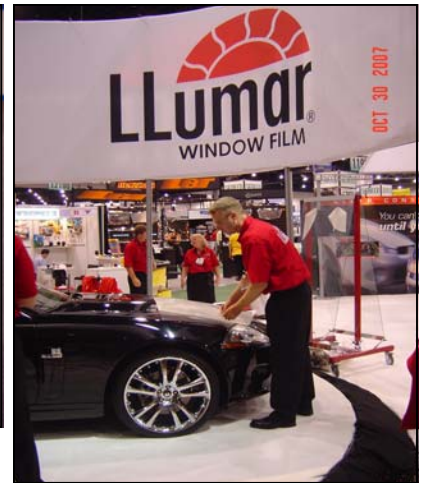
Mr. Schuelke went to bat for Advanced Film Solutions and simply dazzled us with his customer service and dedication. He single handed saved my bacon!!

I simply have never been so impressed and appreciative!

Thank you IWFA; and thanks Chuck!!

Mike Feldman
Advanced Film Solutions

SEMA! SEMA! SEMA!



The window film industry members of IWFA once more were well-represented at SEMA in November 2007. In the Restyling Section of the exhibit halls, booths equipped with sales and technical personnel, demonstrations, and promotional materials on new and exciting products were staffed by Bekaert Specialty Films, CPFilms, Film Technologies International, Global Window Films, and Johnson Window Films. In addition, the IWFA staff and several consultants for IWFA and the AIMCAL-Window Film Committee attended the show. The photos on this page capture some of the high activity level at this year's event.



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

INDUSTRY CALENDAR 2008/2009

EVENT	SPONSOR	WHEN	WHERE
ABC Energy Forum	Advanced Building Coalition	January 8, 2008	Dallas, TX
<u>GICC Board of Directors Meeting</u>	GICC	January 16-18, 2008	New Orleans, LA
<u>SEMA Spring Expo</u>	SEMA	February 8-9, 2008	Indianapolis, IN
<u>National Auto Glass Conference</u>	NGA	February 11-13, 2008	Tucson, AZ
<u>Glass Week</u>	GANA	February 13-17, 2008	Las Vegas, NV
<u>Building Codes Hearings</u>	ICC	February 17-March 2, 2008	Palm Springs, CA
<u>NFRC Spring Membership Mtg</u>	NFRC	March 3-6, 2008	Nashville, TN
<u>PGC International Spring Meeting</u>	PGC International	March 12-13, 2008	Orlando, FL
<u>ANSI Z97.1 Meeting</u>	GISC	April 2-3, 2008	Baltimore, MD
<u>Glass TEXpo</u>	US Glass magazine	April 10-12, 2008	San Antonio, TX
<u>International Window Film Expo, Conference & Tint-Off</u>	Window Film magazine	May 1-3, 2008	Las Vegas, NV
<u>GICC Board Meeting</u>	GICC	May 19-20, 2008	Baltimore, MD
<u>AAMVA Annual Meeting</u>	AAMVA	June 8-13, 2008	Hilton Head, SC
<u>NFRC Summer Membership Mtg</u>	NFRC	July 28-31, 2008	Chicago, IL
<u>ICC Final Code Hearings</u>	ICC	September 14-23, 2008	Minneapolis, MN
<u>GlassBuild America: The Glass, Window & Door Expo, Las Vegas.</u>	NGA, GANA, WDMA	October 6-8, 2008	Las Vegas, NV
<u>NFRC Fall Membership Mtg</u>	NFRC	November 3-6, 2008	TBA
<u>SEMA Show 2008</u>	SEMA	November 4-7, 2008	Las Vegas, NV
<u>PGC International Fall Symposium</u>	PGC International	TBA	TBA