



Tinting Times


**WINTER
2011**

Auto • Residential/Commercial Flat Glass • Security

Future of Window Film

The International Window Film Association (IWFA) and its active members have undertaken a great and important initiative in the state of California. In the past, solar control window films have not had the recognition that they deserve as an energy saving technology. This is about to change. Johnson Window Films actively supports this effort to ensure that window film holds its rightful place in the energy codes.

The window film industry has been presented with a great opportunity to work with the Californian Energy Commission to re-write the rules for the use of energy saving products like window films in existing buildings. The goal is to get window films included in the California energy codes proposed for 2013, and specifically a piece of legislation, AB 758.

Unfortunately, the glass industry has marshaled its size, finances

and influence to favor their products in the energy saving codes (for the after-market) and keep competing products such as window films out. These glass products are much more expensive and often require structural change before

battle, Darrell Smith, Executive Director of the IWFA, says next year's funding is committed towards a comprehensive study/report detailing how window film belongs in the energy codes as a cost-effective choice for home and building owners. This report will clarify methods of measuring the efficiency of window film products and to help standardize proper energy analysis of commercial buildings. Currently, the codes do not clearly identify solar control window films as energy efficient material for retrofit planning, but by the time we're all finished, they will!

Meeting the qualifying requirements of new retrofit codes is the key to success. Ray McGowan, an energy code engineer from the NFRC, said "The code is constantly undergoing change and the real argument is whether or not window film is a permanent

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installation. Window film in comparison can be effective immediately with much less disruption and cost to the property owner.

The window film manufacturers, distributors, and dealers that are members of the IWFA have allocated major resources to this initiative. To help fight the



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A Success!

Johnson Window Films' 2011 Focus Group was a success.

This year at the IWFA Tint -Off in Memphis, TN, our Johnson Window Films team sponsored a focus group made up of tinters from across the country. We gathered feedback about our service, products and desired changes for the future. The results were enlightening and we learned a lot about where we stand in their eyes.

Most of this feedback was positive, but there was also some criticism. Although our customer service was rated as excellent, the main area we have fallen short is basic communication about product changes and what is happening in our industry. Apparently, our customers want to hear from us more often.

In response to the feedback, we will be publishing a quarterly newsletter featuring the latest industry and Johnson Window Films news. We will continue to correspond through our e-blast notification system as well.

The highest compliment we received from the group in Memphis was that our marketing materials are useful, effective and look fantastic. They feel that our sales literature beats the competition hands down. It was also nice to hear that the group believes that we treat everyone the same and have not gotten too corporate even though we have grown over the years.



The focus group confirmed that they have always been impressed with our customer support. We pride ourselves on our well trained team. Most of our sales staff have earned multiple solar certifications from the IWFA. Their goal is to quickly respond to our customer's needs

and answer any questions they may have.

Thanks to all of our participants. We look forward to your continued feedback and we are committed to supporting your business and the window film industry.

Be sure to update or add your e-mail to our system through your sales representative. 1.800.448.8468

Focus Group Recap:

- 👤 Knowledgeable sales support team
- 👤 Friendly and not too corporate
- 👤 Best sales literature in the industry
- 👤 Treats the little guy the same as everyone else

Future of Film *[continued from front page]*

installation." He thinks that this is the underlying reason for the obvious attempts to exclude window film altogether.

The IWFA will address these issues and dispel the myths and untruths about window films. They will show just how effective a retrofit solution window film can be. Whether it is an issue of permanence or a specification formula that will ultimately allow solar control window film products to meet the codes, they will prove that our products meet all the requirements. The initial IWFA technical argument

in favor of window film looks very good. Government pilot programs and initiatives promise to support rebates and incentives to stimulate residential and commercial energy savings in existing buildings. "We will publish a list of events that will allow members to track the IWFA's progress. The list will include any educational workshops and training that we may be providing or recommending." Smith says.

The outcome in California is likely to set the trend for the rest of

the country. This experience will assist the IWFA and our industry to shape future code revisions nationwide as well as support lobbying activities, legislation, government funding, and new energy program guidelines.

Johnson Window Films will continue to publish updates of any progress made on this matter and any other pertinent issues in the industry. The best course of action for our customers is to stay informed and get involved.

Become an IWFA member today @ www.iwfa.com.

► To read a summary of AB 758 visit: <http://www.energy.ca.gov/ab758/>

Why Join the IWFA?

To answer this question, we need to look at how a professional trade association benefits both the window film industry as a whole and then you individually.

For the industry, the IWFA acts as a unified voice and steward to promote window films. Your membership fees go to support positive window film legislation, both at state and federal levels. The IWFA has recently formed a Communications Committee to increase education programs that will promote public awareness of the benefits of window films.

To the individual, the IWFA offers a series of informative technical training and installation manuals. Their accreditation program is designed to help raise your level of expertise and professionalism. A nationwide testing curriculum facilitates this IWFA certification program.

Examples of some of the topics the IWFA covers:

- How the various automotive tint laws affect our industry
- How window film is identified within building and safety codes
- How to get energy companies to promote window film
- How to best generate education about window film to governments and institutions

The IWFA offers:

- ▶ A legal voice for the industry
- ▶ Public education programs promoting window film benefits
- ▶ Comprehensive series of technical training and installation manuals
- ▶ An accreditation program to certify window film professionals



To learn more about IWFA visit: www.IWFA.com

Building a Company Website

A well-made website is a powerful marketing tool for any business. The web is now commonly used by consumers to learn more about companies and their products before they make a purchase. For some small business owners, their advertising budget just won't allow them to pay for a professionally built website. A good business website will cost between \$3,000 to \$5,000 to build. If you are going to build your own site, or update your current site, there are a few basic rules to follow that will help you to get that "pro" look without spending an arm and a leg to get it.



Compress your image files.

Graphics software can compress files so they take up less room on your disk, and therefore take less time to load into your visitors' browsers. Web DPI is 72 (dots per square inch). Most software programs like Photoshop, have a "save for web" choice when saving image files.

Use descriptive link text.

The text of a link should describe what it's being linked to. You should never, ever use words like "link" or "here" or "click here" as the link text. Readers prefer to scan web pages rather than read every word. This becomes impossible if you use generic, non-descriptive words as the link text. Compare the following:

Correct

Check out our [product specials](#),
[best sellers](#) and great [gift ideas](#).

Incorrect

For product specials [click here](#).
For best sellers [click here](#).
For gift ideas [click here](#).

Don't type more than a few words in ALL CAPS.

Words that are in ALL CAPS draw attention to themselves because they seem different from the small letters around them. But if you type EVERYTHING in all caps, then everything looks the same, so nothing seems important. If you want to draw the readers' attention to something important, you can make the headline stand out by using **bold type**, or make the font a little larger.

Use a spelling checker.

Seems obvious, yet spelling and grammar mistakes on websites can reflect badly on you and your business and can turn potential customers off. The old adage "you never get a second chance to make a first impression" holds true to this day.

By Denise Beck

Marketing Director Johnson Laminating and Coating Inc.

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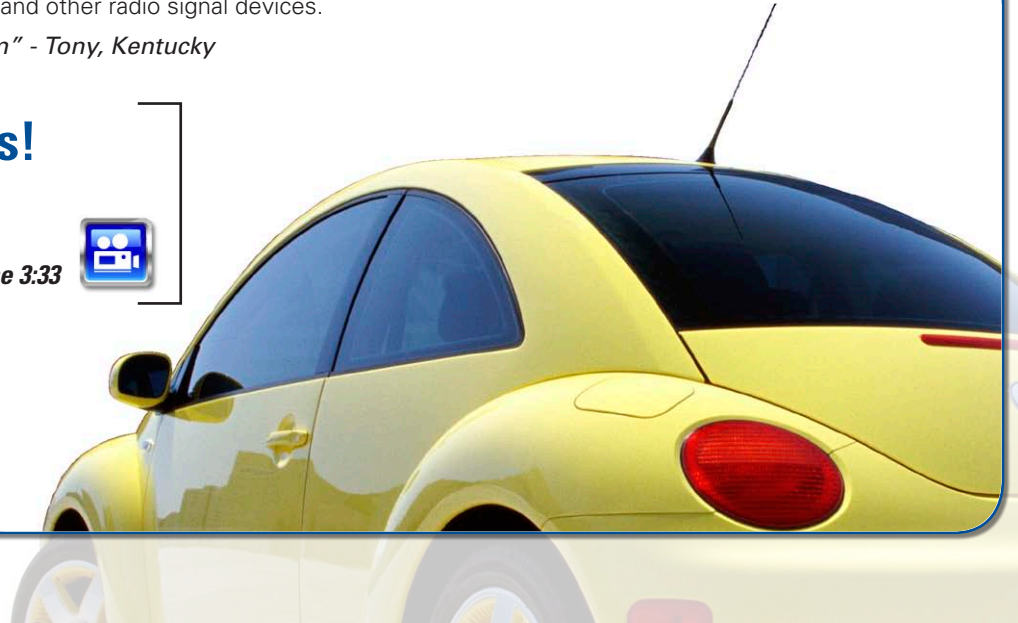
"Lays down like a dream" - Tony, Kentucky

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"Bug Challenge" Winner:

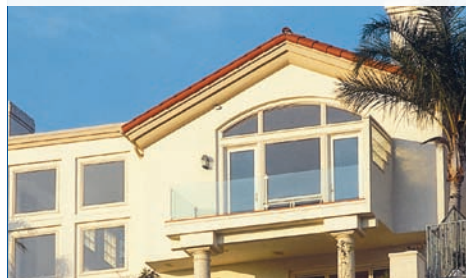
Adam Kowalski – *Best time 3:33*



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