New Report Points to Window Film as the Most Cost Effective Solution for Energy Savings and Reducing Carbon Footprint

Study Focuses on Retrofit Applications for California Homes and Buildings

Washington, DC --- March 5, 2012 – The International Window Film Association (IWFA), a nonprofit group, announced today that a comprehensive analysis of window film found it to be the most cost-effective energy saving choice for Californians when used in retrofit applications on homes and buildings.

“Without a doubt, window film offers an enormous potential for energy savings in the California market in all retrofit remodeling applications,” said Darrell Smith, executive director of the IWFA. “When widely installed the resulting reduction of peak demand on utilities and greenhouse gases will further the state’s reputation as an environmental leader,” he added.

California-based ConSol made the independent analysis. Their study compared installing window film on existing structures in the state to other traditional energy saving techniques such as updating HVAC systems, air sealing and caulking, and adding R-38 ceiling insulation, and found that window film came out ahead. The group used many of the same informational processes that the California Energy Commission utilizes in determining energy savings. The report can be found at http://www.iwfa.com/ConsumerInfo/CAEnergySavingsStudy.aspx

“With over 70 percent of the buildings and homes in the California market having been constructed before 1980, window film has to be high on the list for every building retrofit project across the state,” said Mike Hodgson, president of ConSol.

In existing commercial structures, window film’s energy savings alone can offer a payback of less than two years, or up to a 70 percent return on investment depending on the construction, location and window film used, according to the study. For example, window film offers the opportunity to lower air conditioning costs and save on lighting bills by reducing solar heat gain, while letting in natural light without the negative impact of harsh glare and UV exposure.

About the International Window Film Association

The International Window Film Association (IWFA) (http://www.iwfa.com) is a unified industry body of window film dealers, distributors, and manufactures that facilitates the growth of the industry by providing unbiased research, influencing policy and promoting awareness of window film. The organization builds alliances with trade associations, utilities and government agencies to advance dealers and distributors businesses and provide value to their customers.
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