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Go Green With Window Film This Earth Day

Consumers Can Reduce Cooling Costs Up to 30 Percent With Window Film

Washington, D.C. – April 10, 2013 – This Earth Day, the International Window Film Association ([IWFA](#)) is urging consumers to go green and save money and energy with cost-effective, professionally installed window film.

“Through advanced engineering, today’s window films give you energy savings, a neutral carbon footprint, UV blocking and security benefits while letting visible light in,” said Darrell Smith, executive director of the IWFA. “This can mean up to a 30% reduction in cooling costs, while eliminating hot-spots and making your home more comfortable,” added Smith.

When Earth Day began in 1970, fewer than half of U.S. homes were air conditioned (AC), but today nearly 90 percent of homes use AC, according to the U.S. Energy Information Administration. The U.S. Department of Energy estimates that 25 to 35 percent of the energy used in American buildings and homes is wasted due to inefficient windows and that adds up to 10 percent of national carbon emissions annually.

With window film professionally installed on a home, significant savings in cooling expense can be achieved and it can also add to re-sale value. For a single-family home, window film installation costs can range from \$3 to \$11 per square foot, depending on the type of window film installed, and the process can be completed in one or two days. More can be learned on the [IWFA YouTube channel](#) as well.

The payback period for window film can be less than two years, but of course, construction details, location, and the type of window film used can alter the energy savings and ROI.

The non-profit association is offering a [free consumer booklet](#) available at the IWFA website. It helps consumers understand more about how window film delivers up to seven times the energy savings per dollar spent, as compared to installing replacement windows.

About the International Window Film Association

The International Window Film Association ([IWFA](#)) is a nonprofit organization of window film dealers, distributors, and manufacturers that facilitates the growth of the industry by providing unbiased research, influencing policy and promoting consumer awareness of the many benefits of [window film](#). Like us on [Facebook](#) follow us on [Twitter](#) and see more information on YouTube.



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