

International Window Film Association

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Who is IWFA?

- Manufacturers, distributors and dealer/installers of finished window film products ready for installation on glass
 - Involves automotive, residential, commercial, decorative and safety/security products
 - Focus on awareness of window film as a readily available, technologically proven, cost effective and environmentally friendly solution to many energy-related problems
- Each industry level has different geographic focus
 - Manufacturers promote worldwide
 - Distributors generally have specific regional territories
 - Dealer/installers primarily service very local markets



IWFA Membership

- IWFA manufacturer members represent over 80% of total worldwide production of window film products
 - Includes 3M, Bekaert Specialty Films, Hanita Coatings, Johnson Window Film, Madico Inc. and Solutia Performance Films
 - Most offer window film components or coating or laminating services to others, including competitors
 - Also manufacture other high technology products for the optical, electronics, theatrical, packaging, signage and protection industries



Developments Affecting Window Films

- Shift from emphasis on glass type only to “total window performance” increased need for more internal industry education on understanding window film technologies
 - Move from use of shading coefficient (SC) to that of solar heat gain coefficient (SHGC)
 - Trade-offs between U-value and SHGC now a greater concern
- Shift to “whole house energy performance” from individual components demanded knowledge and use of energy analysis software to fully see product effect on total system
 - Simple optical performance measurements not sufficient
 - Measurement validation now more important than ever (NFRC certification)

Developments Affecting Window Films

(cont'd)

- Mandated minimum reductions in levels of energy efficiency by legislatures and government agencies has required window film industry to find related-technology “partners”
 - Shared concerns about use of performance paths for compliance
 - Participation with Glazing Industry Code Committee (GICC) and Advanced Building Coalition, among others
- Concerns about qualities and types of lighting have increased the need for more lighter, clearer window film products
 - Even health benefits of natural daylight now a consideration
- Maximization of wall and roofing insulation performance has increased demand for low-E properties in window films



Interest in Energy Efficiency

- Window film industry has always been very interested in energy efficiency but new drivers have increased public awareness of need for it
 - Increase in patriotism/fear of terrorism
 - Need for energy self-sufficiency
 - Air quality concerns and resultant increase in use of air conditioning
 - Demographic shifts southward and coastal
 - Increasing cost of code compliance for product replacement and or remodeling

Key Opportunity for Industry Sales

- In some areas, awareness of window film is either limited or negative
 - Limited because only aware of visual products
 - Negative because only recognizes problem products from past
- Utilities are perceived by the public as experts in energy use
- Utilities communicate at least once monthly with all energy users in their market area
 - Bills
 - Inserts in paper bills
 - Media advertising
 - Public service announcements



Key Opportunity for Industry Sales

(cont'd)

- Sales of window film products can be greatly enhanced by
 - Increased knowledge of benefits and proper uses of window films by utility personnel involved with consumers
 - Window film being presented as a proven energy solution for consideration by the public
 - Window film being included in rebate or incentive programs offered by utilities
- Tools which can further assist to promote window film use
 - Wider publication of seismic study of window film performance
 - New E-Film Energy Analysis program now in testing
 - Research work being done as basis for possible EnergyStar program



For More Information

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