

MEDIA RELEASE

Tuesday, 24 May 2011



Star ratings make film selection easier

Selecting the right window film has recently been made far easier, with the launch of WERS For Film.

WERS stands for the Window Energy Rating Scheme, the energy-rating program for the window industry that is endorsed by the Department of Climate Change & Energy Efficiency. Using WERS For Film ratings, consumers can now accurately compare the energy benefits of different films.

Homeowners wanting to reduce their energy bills are often advised by energy assessors to look to their windows. Over 40% of a home's cooling or heating energy can be lost or gained through windows, making them an important piece of the energy consumption puzzle.

A vast selection of solar control window films improve energy efficiency by blocking up to 80% total solar energy, 99% UV radiation and 90% glare. Film is retrofit to existing windows, making it an attractive alternative for those not wanting to spend thousands on new Low E units. It is only applied to glass, so it does not obstruct the view or confuse the design aesthetic like curtains, blinds or awnings.

Tracey Gramlick, Executive Director of the Australian Window Association, which owns and manages WERS, says, "As each film manufacturer has their own way of reporting performance claims, it used to be near impossible to compare one brand to another. WERS For Film has removed the guesswork. Now you can use WERS ratings to evaluate one product and its potential impact on your home, and then compare it to another. It's all about arming you with credible and reliable information to base your decision on."

Window film manufacturers participating in WERS For Film have their products applied to glass in a window by an independent laboratory accredited by the Australian Fenestration Rating Council. The window with film applied then receives a star rating for heating and cooling. Like the energy star system used to rate whitegoods, the more stars the greater the efficiency of the product.

Michael Miller, President of the Window Film Association of Australia and New Zealand, comments, "WERS For Film will change the way people buy window film. Consumers don't have to take the manufacturers' word for it anymore. With WERS ratings you can compare apples to apples, so to speak."

When a WERS rated film is applied by a WERS licenced installer, a WERS certificate is issued. This certificate can be used when selling, or when an energy assessment is being performed.

Disclosing a current energy rating for your home is becoming an important part of the selling or leasing process. Last year federal parliament passed the Building Energy Disclosure Bill, making it a requirement for sellers and lessors of large commercial spaces to have such a rating.

Michael comments, "WFAANZ anticipates that eventually, government mandate will require all new buildings to have an energy rating. Using a WERS rated film and having a WERS certificate will improve your energy rating, which by default will increase the value of your home and make it more appealing to prospective buyers."

(2)

Factors other than energy play into the selection process of window film. For example, solar/safety films exist which protect the glass in case of breakage while controlling the heat. These are popular in high traffic areas or children's bedrooms and playrooms. There are also different tints available, from virtually undetectable shades to near opaque films.

Michael advises, "WFAANZ recommends that if you are interested in solar control window film, speak with a WFAANZ installer. They will suggest the WERS rated films that are most appropriate to your particular needs."

For more information about window film, to find an installer near you or to learn about WERS For Film, please visit www.wfaanz.org.au.

About window film

Window film, or window tint, has come a long way since its introduction in 1961. Advanced technologies mean window films now offer greater variety of shades, colours and performance levels. The best products are guaranteed to survive the harsh Australian climate with scratch resistant coatings for protection and metallic layers for colour stability.

About WFAANZ

A non-profit organisation, WFAANZ is dedicated to improving the standard of product and installation of window film in Australia and New Zealand, while promoting the performance, values and cost effectiveness of window film. The association sets out strict performance guidelines for its members and is a reliable voice for window film manufacturers, suppliers and applicators at all regulatory levels.



...ENDS...

For further information, images or an interview please contact:

Ally Cronan

WFAANZ PR Manager

0413 626 365 • ally@acpublicrelations.com.au • 02 9401 0222