

MEDIA RELEASE

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Star ratings make film selection easier

Recommending 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 peak energy-rating program for the window industry that is endorsed by the Department of Climate Change & Energy Efficiency. Using WERS For Film ratings, comparisons of the energy benefits of different window films can now be made with confidence and accuracy.

Energy assessors often advise homeowners and building managers to look to their windows if they want smaller energy bills. Over 40% of a building's cooling or heating energy can be lost or gained through windows, making them a key consideration in any green renovation or new build.

A vast selection of solar control window films are available that improve the efficiency of windows. Film can be retrofit to existing windows, making it an attractive alternative for those not wanting to spend thousands on new Low E units. As it is only applied to glass, 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. With window film properties now freely available to download from the International Glazing Database (IGDB), WERS For Film has removed the guesswork. Now you can use WERS ratings to evaluate one product and its potential impact on a building, and then compare it to another. It's all about arming the end user with credible and reliable information to base their decision on."

Window film manufacturers participating in WERS For Film have their products applied to glass in a window by an independent laboratory that is 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 builders recommend film and people buy it. You 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.

Last year federal parliament passed the Building Energy Disclosure Bill, making it a requirement for sellers and lessors of large commercial spaces to have an energy 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 client's energy rating, which by default will increase the value of their home or building and make it more appealing to prospective buyers. Suggesting a WERS-rated film demonstrates you have your clients' long-term interests in mind. "

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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 or your client is interested in solar control window film, speak with a WFAANZ installer member. They will suggest the WERS-rated films that are most appropriate to your requirements."

For more information about window film, to find an installer 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.

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