

## MEDIA RELEASE

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### Achievable sustainability

Some of Australia's most environmentally-friendly homes will open their doors on September 7 and 14 for *Sustainable House Day*. Homeowners will share advice with their visitors on how to achieve the sustainable features of their homes that have been designed to yield the smallest possible footprint on the earth.

For many home owners starting from scratch and building a new home is financially prohibitive, but that doesn't mean sustainable practices can't still be adopted.

President of the Window Film Association of Australia and New Zealand (WFAANZ), Ally Cronan, says, "You don't need to build a new home to celebrate the ideals of sustainability. Clever renovations that amplify the performance of existing building materials can help you bring your home more in line with those showcased on *Sustainable House Day*. When budget is a concern the key is picking your targets wisely."

According to the Building Code of Australia, glazing in a home accounts for 87% share of envelope heat gain and 49% share of heat loss. When it comes to reducing the energy used to regulate the temperature in your home, it therefore follows to consider glazing a first priority.

"Windows aren't just for looking through anymore," Ally continues. "High performance glazing is a key feature of sustainable design. For those of us wanting to inexpensively incorporate sustainability into our existing home – we have window film."

Retrofit to the windows already in your home, modern window films can turn an average pane of glass into an energy-saving unit while bringing the home in line with energy requirements set in the Building Code of Australia. Low-E films work across the year and in all climates. Instead of the warmth from your heater being lost through glass on cooler days, a Low E film will retain up to half the heat inside the room. On hot days, the same film will block up to half the heat from ever entering the room. Solar control films can reduce up to 99% UV radiation, 80% total solar energy and 90% glare.

Each film has its own energy benefits. The Window Energy Rating Scheme (WERS) For Film makes the film selection process easier by rating films for their potential energy impact on a home and awarding a star rating, just like the energy star stickers we see on whitegoods.

Case studies show that properties have reduced their energy consumption by as much as 30% after the application of window film.

"In most instances film pays for itself within a number of years," Ally says, "...all the while making your home more comfortable, more liveable thanks to there being less glare, or safer and more secure. It's a proven way to make the biggest possible dent in your energy consumption with the smallest outlay."

For more information about window film or to find an installer in your area please visit [www.wfaanz.org.au](http://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. WFAANZ manufacturers provide a minimum ten year warranty, with some residential applications even coming with a lifetime warranty.

#### About WFAANZ

A non-profit organisation, WFAANZ is dedicated to improving the standard of product and installation of window film in Australia, 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 resource of information and advice, connecting you with the country's best installers. A directory of WFAANZ members from around Australia can be accessed at <http://www.wfaanz.org.au/AUMemberSearch.htm#>.

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For further information, images or an interview please contact:  
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