

Feeling the heat to keep cool

What we all suspected has been made official. The UN's World Meteorological Organisation has proclaimed 2014 the hottest on record¹, and the Bureau of Meteorology confirms it was Australia's third-warmest since 1910². Add to this the recent announcement of an imminent air conditioner tax³, and the pressure's on to find smarter ways to cool our homes.

For most of us, instantly transforming our home into a self-sustaining energy-efficient building is financially out of the question. Eminè Mehmet, global sustainability ambassador and interior designer, reminds us we don't need to do everything at once.

Eminè comments, "Preparing a list of prioritised ideas that can be instigated over time, as the budget allows, is the best way to make your home more efficient. Start with the changes that will have the greatest impact on your energy bill, so the savings can go towards your next idea."

The two fundamental design elements that influence heat within the home are windows and insulation.

"Retrofitting window film to your existing windows delivers comparable results to a new, high-performing window in terms of energy efficiency, at a fraction of the cost," Eminè says.

Window film can reduce up to 80% total solar energy, 99% UV radiation and 90% glare, while letting in natural light and not obstructing your view. Through the independent [WERS For Film](#) program you can choose a film with a proven energy rating.

Ally Cronan, President of the Window Film Association of Australia and New Zealand (WFAANZ), says, "The phrase 'money flying out the window' is exactly what happens when windows are left untreated, especially in Summer. It makes no sense to let the heat in and then try to cool things down. We regularly see window film paying for itself within three years by way of reduced bills, because it prevents heat build-up and lessens the pressure on the air conditioning unit."

Window film is retrofit to your existing windows, so the process is quick and the results immediate.

Low E films are also available that work like a Low E window, retaining as much as half the heat inside the room on cold days and blocking as much as half the heat from entering it on a hot day. They work throughout the year, in all seasons.

A list of [WERS For Film licensed installers](#) can be found on the WFAANZ website, as well as further information about the types of film available.

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¹ World Meteorological Organization, "Warming Trend Continues in 2014", 2nd Feb 2015
<http://www.wmo.int/media/?q=content/warming-trend-continues-2014>

² Bureau of Meteorology, Annual Climate Statement 2014, 6th January 2015,
<http://www.bom.gov.au/climate/current/annual/aus/>

³ 25th January 2015, <http://www.news.com.au/finance/money/increase-cost-for-families-running-an-airconditioner/story-fnagkbpv-1227195669476>

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Ally adds, “Seeking advice from a professional installer ensures you’ll get the most from your film, and by using a WERS accredited installer you’re eligible for an energy certificate that could boost your home’s energy rating.”

Dual benefit films can perform different functions at once. You can install solar control safety film in your child’s bedroom, for example, that blocks the heat and makes the glass safer if it breaks. A professional installer will match your specific needs with the right film.

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For further information, images or an interview please contact:

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