

# How to get the most out of a WFAANZ membership



With ready-made fact sheets, infographics and brochures you have an instant collection of marketing materials at your disposal that would otherwise cost you thousands to produce professionally.

**Understanding heat rejection**

**KEEP IN MIND**

- TSER values are independently tested and third party verified.
- If a film claims to block 95% of energy, the does not mean it blocks 95% of heat.
- Luxonmeter Berkeley National Laboratories (LBNL) calculates the Total Solar Energy Rejection (TSER), which is a key performance indicator (KPI) for window films. Measurements determining TSER occur under a range of conditions.
- TSER values consider all three forms of solar energy - infrared (IR), visible light and UV.
- Be careful of IR values. They can be misleading for two reasons - film suppliers calculate them differently so you can't compare apples to apples, and as IR is only one of the three forms of heat, IR values only represent a portion of the heat being rejected. TSER, on the other hand, tells the full heat rejection story.
- To accurately compare films from different suppliers, WFAANZ recommends you consider the TSER of films with the same visible light transmission (VLT). In other words, compare the TSER of films that are the same darkness.

**And the winner is - TSER**

To understand how much heat a window film can block, you need to know its Total Solar Energy Rejection (TSER). Expressed as a percentage, it describes the solar energy that is rejected from passing through glass. The higher the TSER, the more heat that's blocked.

**THE PROBLEM WITH INFRA-RED**

Autoterm sunlight component consists of 3.5% IR energy, 44% visible light and 52% UV. So 100% IR rejection doesn't mean 95% of the heat is blocked, only 3.5% of 95% is 3.3%.

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Your website and social media pages are brilliant marketing tools - but keeping them updated is time consuming. Using/sharing WFAANZ content does the job for you, and also promotes your membership.

Linking to WFAANZ videos boosts your SEO and sets you apart.



**wfaanz**  
 WINDOW FILM ASSOCIATION  
 OF AUSTRALIA AND NEW ZEALAND

Displaying the WFAANZ logo and your certificate to distinguish your business from competitors.

The online member directory puts you in touch with consumers and the contractor directory connects you with other tinters - two free advertising opportunities reserved only for our members.

Send WFAANZ images and info about jobs you've done to feature in our online gallery, newsletter, Houzz, Facebook or even in the media. Piggybacking on our established platforms is clever marketing.

Significant discounts for online training

Industry standards and guidelines to assist in dispute resolution

Business insurance discounts

Fast and accurate technical advice

WERS For Film, Australia's only accreditation program for tinters, is managed by WFAANZ. WERS For Film accreditation proves your commitment to quality.