



Newsletter March 2015

New Zealand

PRESIDENT'S REPORT

Hi Folks

Hot Stuff!

Boy this summer has been a hot one and with little rain in our region of the Wairarapa it's very dry to the point that my own home bore has dried up (We're in a rural part of Masterton)

But one good thing that has come from the heat is the additional enquires for domestic tinting and also vehicle tinting which has made it extremely busy for us in the last couple of months.

We decided to change our accountant which coincided with the new accountant moving to new office building and we managed to secure a \$3,000.00 obscure tint job to their exterior windows. (Refer Photo)

Does advertising work?

For us we find that Facebook has been one of the best ways to get our company's face out there at no cost, so if you have a young guy or girl working for you get them to look after your page and have them update regularly with photos of work that you have completed. Check us out at Kooltintz.

AGM/Conference

This year's conference is in Wellington so please consider attending as it's a great way to network with your fellow tinters and discuss where your industry is going.

David Hargood

President
WFAANZ



EnerLogic®
ENERGY EFFICIENT WINDOW FILMS

THE WORLD'S BEST GREEN
PRODUCT CERTIFICATION HAS
GIVEN US A GOLD PLUS RATING.



Gold Plus Global
Green Tag Certified™

mepfilms

PRESIDENT'S REPORT - AUSTRALIA

Welcome to the first issue of the window film newsletter 2015.

There have been three recent announcements set to impact the way we sell film, particularly to homeowners.

Firstly, in January the UN's World Meteorological Organisation proclaimed 2014 the hottest on record; the Bureau of Meteorology confirming it was Australia's third-warmest since records began in 1910. Both statements highlight the undeniable truth that year-on-year, temperatures are rising.

Then came news of the government's air conditioner tax, which in the years to come will increase the cost of running an air conditioner by as much as \$700pa, and will entail a running cost price rise of as much as 15,000%.

How many people will this affect?

- More than 90% of households in SA have air conditioners:
- 64% in NSW
- More than 70% in the ACT
- 78% in VIC
- Queensland reflects the national average
- In TAS it's less than half of all homes

That's a lot of people forced to re-evaluate the way they cool their homes.

Speaking as an air conditioner owner, I'm furious. But with my WFAANZ President hat on I'll be the first to point out the potential this creates when selling the 'inexpensive and effective' cooling benefit of film.

Finally, the solar panel debacle on the eastern seaboard was revealed. To avoid tariffs thousands of homes that took-up the government's solar panel rebate will be forced to move their panels to face the west, so as to stop peak electricity demand in the afternoon. Officials admit westerly orientation should have been a requirement in the first place.

Put all three together and you have a strong platform to market window film, especially for the professional installer with a WERS For Film licence. It's up to each of our members to take this info and apply it to your business any way you can to drive sales. You'll find some ideas in the following Marketing Report.

Our focus this year is to increase awareness of film in all target groups, support our accredited installers, educate tinters on the value of WERS For Film, continue to shine light on unfair VLT regulations and seek out new ways to help our installers sell their services.

Once again I call on you to support our efforts by promoting your membership, linking to our website, joining our Facebook community, posting on the forum, suggesting ideas for media articles or newsletter stories, purchasing WFAANZ brochures or VLT cards and using the window film videos we produced last year.

If you need any assistance, have questions or would like to discuss, please contact
ally@acpublicrelations.com.au.

Warm regards,
Ally Cronan, President
WFAANZ Australia



Site Safe

WFAANZ is a Trade Association Member of Site Safe

We will be receiving health and safety Information by way of Newsletters and Emails and vital updates will be passed onto our members.

Also, as a member of WFAANZ, you are entitled to a discount on your annual subscription to Site Safe.



ABEE MOVES ON

After 15 years of film installation in Auckland, Lynda and Warren Bell of Abee Window Coatings have sold their business to Sarah Rennie and Gavin Bermingham, who are excited about continuing with Abee's customers and growing the business.

Lynda and Warren will be assisting them extensively for a smooth hand over and wish them every success in their new enterprise.

Lynda and Warren will be taking their tinting knowledge to Tauranga and starting a new business called Bay Window Tinting based in Papamoa. They are looking forward to a slightly slower pace, and not sitting in Auckland traffic!!

Lynda will continue to be on the Executive Committee and would like to thank the WFAANZ members who she has worked with in Auckland.



Lynda Bell

Health & Safety Reform Bill

The Health & Safety Reform Bill currently before Parliament will be the greatest change to H&S regulations in NZ for over 20 years. The Bill is expected to be passed before the end of this year and to come into force on 1st April 2015. Both major political parties support the reform so there should be little change regardless of the outcome of the recent elections.

There are significant changes ahead that will affect business owners, senior management and directors, as well as the business itself.

Under the Bill, the primary H&S duties will fall on the "person conducting a business or undertaking" (PCBU). PCBU's and other duty holders will be required to identify '**risks**' to health and safety as well as '**hazards**'. They must take all reasonably practical steps to eliminate or minimise those risks. 'Risks' may be determined at a significantly lower level than 'hazards' so there will be many more duties to be undertaken by PCBU's, senior staff and management.

There is no doubt—this will affect all members!

Update:

The Minister for Workplace and Safety Michael Woodhouse has advised that the Health and Safety Reform Bill is now not likely to be enacted until September or October of this year due to the election, Christmas break and the Government's wish to pass the regulations and new law as a single package. Realistically though, we would not expect the new regulations to be in force until early 2016.

Compliance with Fire Testing of Interior Surface Finishes

The introduction of *deemed-to-comply* surface finishes is one of the recent changes to the Building Code Verification Method C/VM2 *Framework for fire safety design*, for fire testing of interior surface finishes. WFAANZ, together with the NZ Sign & Display Association (NZSDA) has been in discussion with the Ministry of Business, Innovation and Employment (MBIE) and have made submissions for changes. Feedback from us and other affected industries helped to instigate changes initiated by MBIE.

Surface Finishes

The changes to Verification Method C/VM2 has brought about clarity to window film applications and is of major importance to the industry.

Many common linings and finishes e.g. polymeric films and painted plasterboard have been introduced as *deemed-to-comply surface* finishes and there is no longer a need to provide fire testing to demonstrate compliance with the existing Group Number testing procedure required under the NZ Building Code.

These provisions also apply to Acceptable Solutions for Clauses C1 - C6 *Protection from fire* under the NZ Building Code.

Whilst these amendments (Amendment 3 - December 2013 and Amendment 4 - July 2014) provided alternatives for fire testing of interior surface finishes, interpretation and application of the changes by some Building Inspectors has caused problems in the past for WFAANZ members. There was a misunderstanding of the provisions, especially with regards to the amendments.

Recent publications by the BRANZ fire testing team have explained and clarified the purpose and scope of the amendments.

The Building Code sets out performance requirements under ISO 9705 but this is not the only suitable testing method. Another approved test method, ISO 5660 is provided in C/VM2 Appendix A. This test method (known as a cone calorimeter) is used to predict the time-to-flashover in the full ISO 9705 room test.

Changes to Wall and Ceiling Linings

A new table - C/VM2 Appendix A1.5 Table A1 has been introduced, which provides predetermined Group Numbers for coating and paint finishes applied to common wall and ceiling substrate products. This has resulted in many systems not having to be tested in order to determine the Group Number for compliance.

Group Classifications

Group Numbers are allocated dependent on when flashover occurs during testing to the ISO 9705 room test, with Group 1 being the best and Group 4 being the worst.

The ratings are:

- Group 1 - flashover does not occur during the 20 minute test.
- Group 2 - flashover occurs after 10 minutes but before 20 minutes from the test start.
- Group 3 - flashover occurs after 2 minutes but before 10 minutes from the test start.
- Group 4 - flashover occurs before 2 minutes from the test start.

Materials with low smoke production are identified with an S postscript.

Table A1 Specified performances for some substrate and coating combinations			Performance (with or without coating)
Coating (coating in good condition and well adhered to substrate)	Substrate		
Waterborne or solvent borne paint coatings ≤ 0.4 mm thick	Concrete and masonry ≥ 15 mm thick Sheet metal ≥ 0.4 mm thick, or Fibre-cement board ≥ 6.0 mm thick		G1-S
Polymeric films ≤ 0.2 mm thick	Glass		
Waterborne or solvent borne paint coatings	Gypsum plasterboard with or without paper facing ≥ 9.5 mm thick		G2-S

Great Result

The good thing about this for the film industry is that polymeric films ≤ 0.2 mm thick applied to glass has a performance rating of G1-S, the highest possible rating!

With these amendments and publications to improve awareness, there should no longer be any issues with window film for compliance to fire safety requirements.



Registered Master Tinter (rmt)

This is the most valuable marketing and promotional tool the Association has developed for members in recent times. It provides your customers with an assurance that you are an experienced and professional Tinter who is serious about providing excellent service and workmanship. Don't underestimate the value of promoting this as a point-of-difference and quality assurance to your Customers.



Certificate of Achievement

this is to certify that

being a member of the
WINDOW FILM ASSOCIATION
of Australia and New Zealand
has achieved the status of
Registered Master Tinter in Automotive/Flat Glass
under the terms of use of the Trade Mark
This Certificate is valid for 2 years.
Renewal Date 30th June 2014

President

Secretary



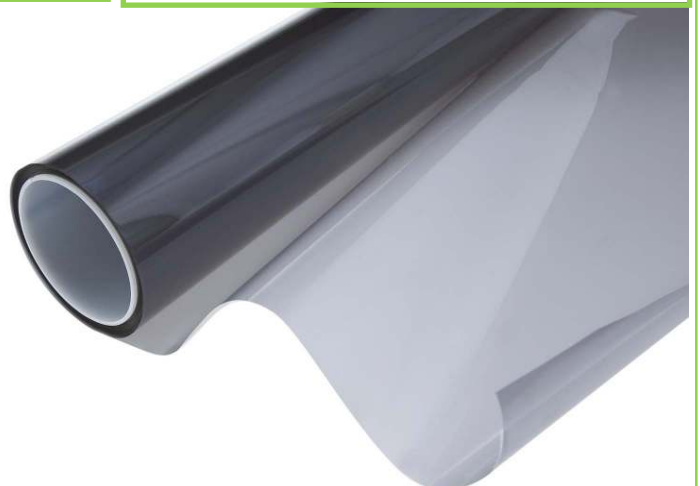
Being a Registered Master Tinter offers you a unique advantage which is only available to members of WFAANZ. It is in your best interest to pursue this qualification and use it to your best advantage.

REGISTERED MASTER TINTER



WINDOW FILM ASSOCIATION
OF AUSTRALIA AND NEW ZEALAND

**Stand out from the crowd
and show your customers
that you really care about
your chosen trade!**



Amendments to the Employment Relations Act 2000

The Employment Relations Amendment Act 2014 will come into effect on 6 March 2015.

The changes aim to:

- create and uphold an employment relations framework that increases flexibility and choice
- ensure a balance of fairness between employees and employers
- reduce regulation where needed and decrease compliance costs, in particular for small and medium sized enterprises (SMEs)
- ensure that businesses that value employee rights can continue to grow

Changes target the following six main areas:

- flexible working arrangements
- rest and meal break rules
- continuity of employment - Part 6A of the Employment Relations Act
- good faith
- the collective bargaining framework
- Employment Relations Authority

Further information is available through: (<http://www.dol.govt.nz/er/services/law/legislationreviews/06-era.asp>)

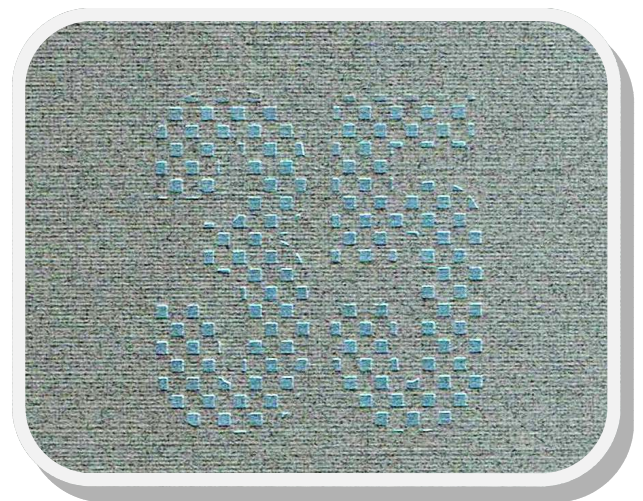
New 35% Cards Coming

We are in the process of carrying out a full redesign and reprint of our 35% Cards and these should be available within a few weeks.

The cards have always been popular with members, WOF testing outlets and the NZ Police.

The new cards will be more accurate than the old stock and they will continue to be a valuable tool for obtaining an instant indication of whether a vehicle tint is legal or not.

We will let members know when these are available.



Kid's Talk!

A man had his 4WD tinted and found that it wasn't quite the right tint he thought he was getting. When asked if it had gone purple, or if the car was still too hot, or if the film was bubbling, he said no, it was just that his boy got into the back of the vehicle after school finished and complained about the tint to him – "Dad this car is no good now, we look like mobsters and my friends can't see me waving!"

Seems to be a trend that everything is darker in the back of 4WDs but maybe the friendly "little people" would like it differently. (Anon.)



Low-E Film and Building Code Compliance

Members are advised to be very careful on how Low-E film is promoted in advertising and other publications.

Under The New Zealand Building Code (The Building Code) there are requirements that must be met for new builds, referencing numerous Standards for Acceptable Solutions. The Building Code Clause H1 *energy efficiency* covers the thermal envelope of a building and states minimum requirements for glazing with reference to NZS 4218:2009 *Thermal Insulation – Housing and Small Buildings*.

Within this Standard and the Building Code, glazing areas are defined as:

The total area of glazing in the thermal envelope, including frames and opening tolerances, glazing in doors, and decorative glazing and louvres, but excluding skylights.

The R-values for glazing refer to whole window R-values (glass and frame). Window system performance is measured using the overall window R-value (R_{window}), which is the thermal resistance of the glazing and frame together, not the centre of glass R-value (R_{cog}). It is incorrect then, to imply that the application of Low-E film on single glazing on a new build will automatically comply with The Building Code Clause H1.



Wall Posters

These have been reproduced and are available to all auto tinter members.

The posters are A3 in size, laminated for protection. We hope you all attach these to the wall in your work place for all to see.

Why We Tint Legally!



Because It's The Law!

- *You/We could be subject to substantial fines by tinting illegally!*
- *Possible Drivers Licence Demerit Points!*
- *You/We could be subject to legal action!*
- *Your insurance company could refuse any claim if your vehicle is illegally modified!*
- *Because it's the right thing to do and our reputation is a valuable asset to us!*



Window Film Association of Australia and New Zealand Inc.



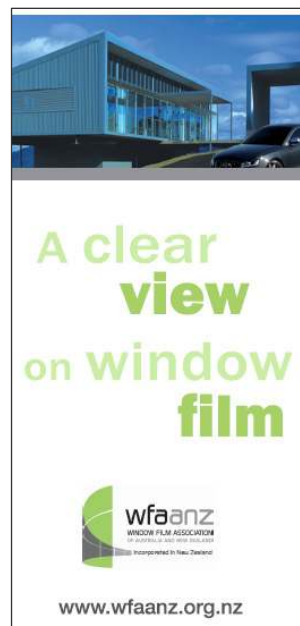
Marketing Tools

Why spend money, time and resources designing and printing brochures when WFAANZ has already done it for you?

Flat glass and auto film brochures are available, outlining the many benefits of film. They explain why it pays to use a WFAANZ member, which gives you an advantage over competitors who are not members.



Available Free of
Charge to Members



Simply print your contact information onto an address label and stick it on the back of the brochure to get direct leads.

Build your brand

For members who wish to market their business, a WFAANZ Marketing Tool Kit CD Rom is available from the office.



Included on the CD Rom is:

- Window film DVD
- Auto film brochure
- Flat glass film brochure
- Order forms for copies of the DVD and brochures
- Logo
- List of cost effective marketing ideas

Available Free of
Charge to Members

Armed with these materials, you can market your business cheaply and effectively. Use the WFAANZ logo to build credibility, set up a WFAANZ web page, distribute the brochures or use the list of marketing ideas to create your own PR plan.

Contact Ed at info@wfaanz.org.nz to order a Marketing Tool Kit CD.

MEMBER SERVICES

Website

This is a fabulous promotional tool for the Association and its members and don't forget we are always looking for fresh material by way of articles and features from the membership. All it takes is a couple of photos and a few words about the project and we can feature it on the website and in our Newsletters.

Newsletters:

Don't forget – we're always looking for interesting articles and photos of jobs for inclusion in the Newsletters. Send anything of interest to Ed and we will organise it.

Advertising Opportunities:

Newsletter:

We are offering advertising space in our newsletters for those members who wish to advertise their company/product/services. The cost is –

Full page advertisement \$150 plus GST per issue

Half page \$ 75 plus GST per issue

Smaller area - can be negotiated with the Secretary.

This offer does not only extend to Distributors; it's open to all members.

Website:

Advertising space is also available to all members on the WFAANZ website. Shortly, we will be able to add a full page plus your logo within your own area when your name is searched.

Member Certificates:

How many of you display your Membership Certificates on the wall at work? Why not promote the fact that you belong to a national association and that you are in turn supported by the Association?

Send any comments or suggestions to us at info@wfaanz.org.nz or mail to:

WFAANZ

PO Box 302-486

North Harbour 0751



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