



NFRC's FREE Retailer Program

Educate Customers at the Point of Purchase and Sell More Windows -- at No Cost

NFRC Provides the Information Your Customers Want and Need

Today's consumers are overwhelmed by the vast number of product choices and the bold claims manufacturers make about how their windows perform. They want and need a credible method for accurately comparing the energy performance of different products.

Since 1989, the National Fenestration Rating Council (NFRC) has provided consumers with independent, third-party ratings for the energy performance of windows, doors, and skylights. NFRC labels allow your customers to compare and choose products.

To best help customers understand these labels, the NFRC Retailer Program offers FREE Fact Sheets that provide customers with the information they need to understand NFRC ratings. When a consumer understands what the label is saying, they are empowered to choose the window that best fits their needs and make a smart buying decision at the point of purchase.

FREE Fact Sheets -- Everyone Wins

NFRC is a non-profit, educational organization. With the fact sheets, NFRC gains recognition for its work, consumers know what they are buying, and you improve your sales. Everybody wins!

NFRC will print the Fact Sheets and ship them to you at no charge. We'll even put your logo on the Fact Sheets - and that's free too!

Make it Easy for Your Customers

Your customers are facing the prospect of parting with their hard-earned money and they are asking themselves questions: "How do I know if I'm making the right choice?" "Will these windows really perform as advertised?" "What do the numbers on the NFRC label mean?"

By providing you with the information you need to answer these questions, NFRC Fact Sheets also enable you to build trust, develop rapport, and earn the confidence of your customers.

NFRC's Retailer Program has already helped many retailers answer these questions and many more, providing consumers with all the information they need to make a buying decision – on the spot.

Current Participants

Beckerle Lumber	Big C Lumber
Dixieline ProBuild	Dolan's
Factory to You Windows	Fairview Millwork
Hackmann Lumber	Hallmark Home Solutions
Harvey Lumber	J&F Johnson Lumber
Interstate and Lakeland Lumber	Kohl Building Products
LaValley Building Supply	Menards
National Home Centers	Parr Lumber
Peter Lumber	Star Lumber
Tuckerton Lumber	




Using NFRC's free Fact Sheets, you can provide customers with accurate information on windows, doors, and skylights in the aisle while they are shopping.

There's no better opportunity to educate the customer.

Contact NFRC's Communications and Marketing Manager, Tom Herron, by phone at 301-589-1776 or email at therron@nfr.org for more information.

Understanding the NFRC Label

		World's Best Window Co. Casement ABC-X-1-00001-00001	
ENERGY PERFORMANCE RATINGS			
U-Factor (U.S. / I-P)	Solar Heat Gain Coefficient		
0.30	0.30		
ADDITIONAL PERFORMANCE RATINGS			
Visible Transmittance	Air Leakage (U.S. / I-P)		
0.51	0.2		
Condensation Resistance	51		
—			
<small>Manufacturer stipulates that these ratings conform to applicable NFRC procedures for determining whole product performance. NFRC ratings are determined for a fixed set of environmental conditions and a specific product size. NFRC does not recommend any product and does not warrant the suitability of any product for any specific use. Consult manufacturer's literature for other product performance information. www.nfrc.org </small>			

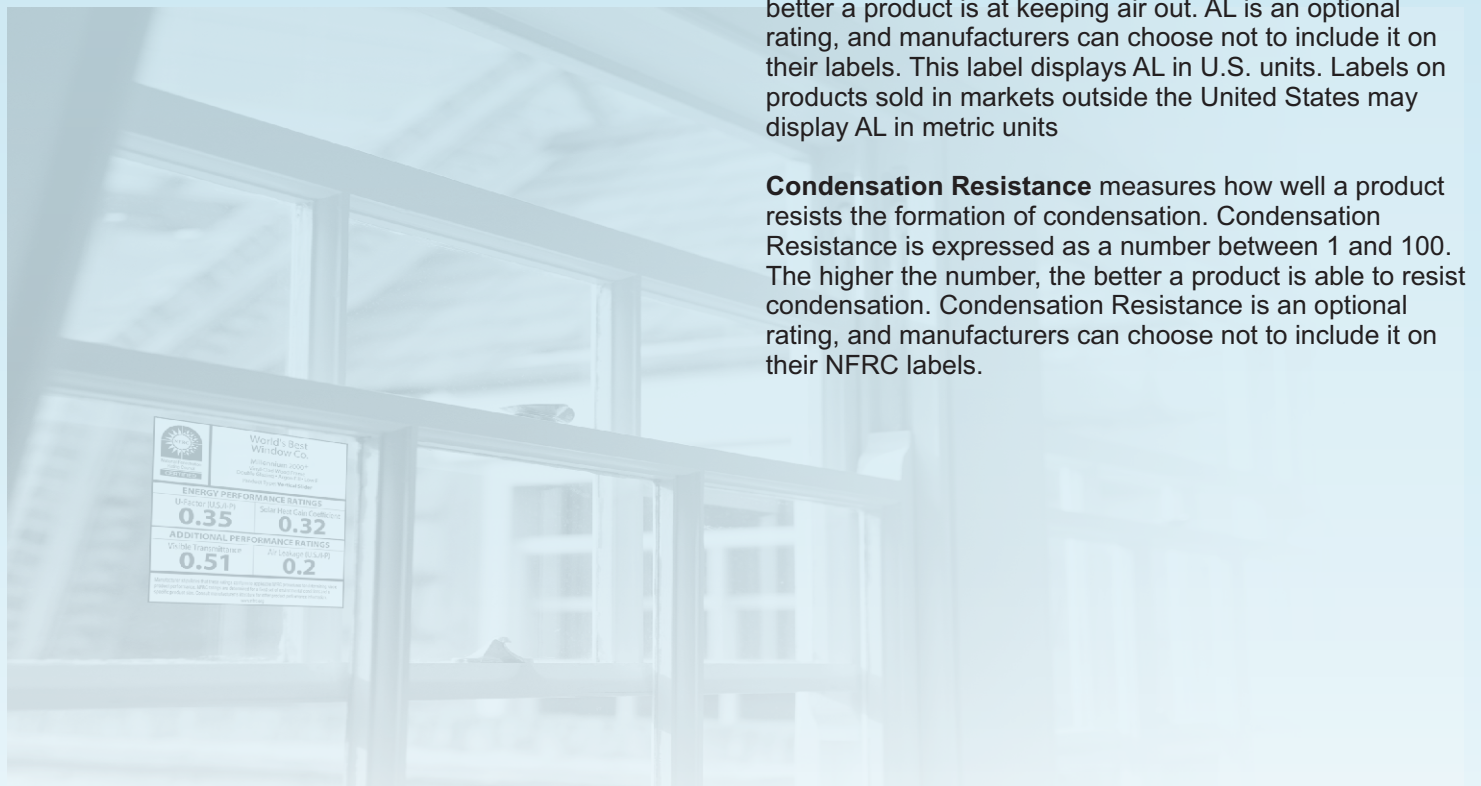
U-factor measures how well a product prevents heat from escaping a home or building. U-factor ratings generally fall between 0.20 and 1.20. The lower the U-factor, the better a product is at keeping heat in. U-factor is particularly important during the winter heating season. This label displays U-factor in U.S. units. Labels on products sold in markets outside the United States may display U-factor in metric units.

Solar Heat Gain Coefficient (SHGC) measures how well a product blocks heat from the sun. SHGC is expressed as a number between 0 and 1. The lower the SHGC, the better a product is at blocking unwanted heat gain. Blocking solar heat gain is particularly important during the summer cooling season.

Visible Transmittance (VT) measures how much light comes through a product. VT is expressed as a number between 0 and 1. The higher the VT, the higher the potential for daylighting.

Air Leakage (AL) measures how much outside air comes into a home or building through a product. AL rates typically fall in a range between 0.1 and 0.3. The lower the AL, the better a product is at keeping air out. AL is an optional rating, and manufacturers can choose not to include it on their labels. This label displays AL in U.S. units. Labels on products sold in markets outside the United States may display AL in metric units.

Condensation Resistance measures how well a product resists the formation of condensation. Condensation Resistance is expressed as a number between 1 and 100. The higher the number, the better a product is able to resist condensation. Condensation Resistance is an optional rating, and manufacturers can choose not to include it on their NFRC labels.



NFRC administers an independent, uniform rating and labeling system for the energy performance of fenestration products, including windows, curtain walls, doors, and skylights.

For more information on NFRC, please visit our Website at www.nfrc.org or contact NFRC directly at 301.589.1776.