



How NFRC's Third-Party Certification Program Helps You Improve Sales

Why should a window manufacturer go through the trouble and expense of having NFRC-certified window performance ratings?

There are a number of excellent reasons...

- ★ Marketing standardization: NFRC ratings show a consumer how the product stands up against other products that were rated using the exact same standards
- ★ Market Transformation: Certification shows the dedication to product design and performance that has been put into the product
- ★ Communication and Enforcement: Consumers want to know that their window will save them money and that they qualify for tax rebates because of its high performance ratings
- ★ E-Commerce: Putting the ratings of a product directly on an NFRC label on the product, on an NFRC label certificate, or on the web shows there is nothing to hide when it comes to performance of the product

Marketing Standardization

How many times have your dealers and sales staff complained of having to contend with “less than honest” competitors who claim exaggerated window performance? An NFRC label or label certificate with certified performance ratings (U-factor, Solar Heat Gain Coefficient, Visible Transmittance, Air Leakage) provide validated performance and give your sales team the ability to pop the credibility balloons of these incredible claims. Simply tell customers to ask for NFRC-certified performance ratings.

Market Transformation – Promoting New Energy Efficient Products

The second benefit of NFRC certification is probably the least known – but has possibly the biggest impact: the use of NFRC labels and label certificates are essential for providing high performance products with the recognition they deserve. There are numerous technological advances in framing system and glass performance – be sure that your newest products are accurately rated by using NFRC standards and programs.

Communication and Enforcement – Code Compliance and Incentive Programs

NFRC labels and label certificates are the means for determining if windows, doors, curtain walls, and skylights meet the local energy codes. Building code officials have been trained to look for the highly visible NFRC logo and accompanying ratings. In addition, NFRC-certified performance ratings are required for such programs as ENERGY STAR® Windows and other energy efficiency programs that offer rebates to builders, consumers, and others. And the ENERGY STAR® program is valued by consumers. The J.D. Power and Associates 2011 Windows and Patio Doors Satisfaction Study found that “the proportion of customers who indicate they purchased

ENERGY STAR-qualified windows averages 95 percent, demonstrating the strong awareness of that program in the minds of consumers and customers alike”.¹

E-Commerce

In addition to offering labels and label certificates, NFRC provides participating manufacturers with additional exposure by listing authorized manufacturers and certified products on its website at www.nfrc.org. The NFRC Certified Products Directory is available on the web in an user-friendly, searchable format that allows users to look for desired products with desirable performance. According to Jim Howland, senior director in the real estate industries practice at J.D. Power and Associates, “Increasingly, customers are using information sources such as online reviews and product websites, rather than seeking advice from a professional. Manufacturers that focus on making product features and benefits clear to the customer may be better able to differentiate themselves.”¹ The NFRC label, label certificate, and listing in the Certified Products Directory provide the information that consumers are seeking and provide a clear basis for comparison of products.

Questions? NFRC is here to support you.

Please contact us for additional information.

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¹ J.D. Power and Associates. 2011 Windows and Patio Doors Satisfaction Study Press Release: July 7, 2011.
<http://www.jdpower.com/news/pressRelease.aspx?ID=2011066>

The NFRC Label

 <p>National Fenestration Rating Council®</p> <p>Π Ψ Ω Γ Ο Τ Σ ρ</p>		<p>World's Best Window Co.</p> <p>Casement</p> <p>ABC-X-1-00001-00001</p>	
<p>ENERGY PERFORMANCE RATINGS</p>			
U-factor (U.S. / I-P)	Solar Heat Gain Coefficient	0.30	0.30
<p>ADDITIONAL PERFORMANCE RATINGS</p>			
Visible Transmittance	Air Leakage (U.S. / I-P)	0.51	0.2
Condensation Resistance		51	—
<p>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.</p> <p>www.nfrc.org</p>			

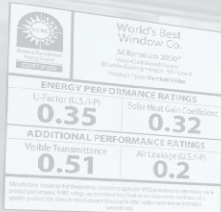
U-factor measures how well a product prevents heat from escaping a home or building. U-factor ratings generally fall between 0.20 and 1.20. The lower the U-factor, the better a product is at keeping heat in. U-factor is particularly important during the winter heating season. This label displays U-factor 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.