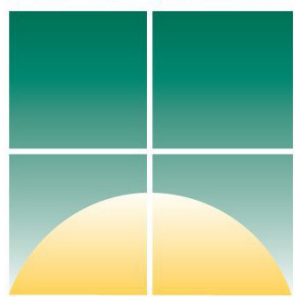




Deceuninck is proud to be a member of the EFFICIENT WINDOWS COLLABORATIVE.

After all, education is key to our industry.

Efficient Windows



Collaborative

Since the late 1990s, when the Efficient Windows Collaborative (EWC) was formed, market penetration for high-performance windows has grown from roughly 30% to over 85%. The

EWC is a nonprofit that partners with window, door, component manufacturers, research organizations, federal, state and local government agencies, and others interested in expanding the fenestration market.

Over the decades, EWC has remained an unbiased, trusted source of information on energy efficiency and innovations. And membership can also complement and reinforce the investment that companies already make in NFRC labeling and ENERGY STAR programs.

How can the EWC help you and your customer?

Consumers and businesses are both trying to find energy efficient solutions. The findings of the [Deloitte Resources 2019 Study: Energy management: Balancing climate, cost, and choice](#) show that majorities of both the residential consumer and business segments continue to be concerned about new and evolving technologies and applications to help them manage resources and use cleaner energy sources. A secondary consideration is their concern about climate change and reducing their carbon footprints.

But while businesses continue to move resolutely forward towards energy efficiency, residential consumers are “circling in a holding pattern, sometimes stymied by costs (time and budget-related) or by the complexity or lack of options.”

This is where the EWC can step in.

The EWC’s main goal is to educate the supply chain and in particular, the end user — the homeowner. After all, a more educated consumer is more likely to understand the benefits of buying well manufactured, higher performing windows. Just think about the last time you bought anything online. You did your research and read the reviews before you clicked “add to cart,” right?

So the EWC designed the **Window Selection Tool**, which helps consumers easily find products with the performance they want while connecting them to the manufacturers who make those products. This tool is available for both new and replacement windows and even comes as a smartphone app.

How can the EWC help fabricators?

The EWC also helps industry participants learn more about market trends, technical information, training opportunities, and demonstration results. One such tool is called the **Facade Design Tool** for the commercial market. It’s an intuitive, web-based tool developed to help understand the competing issues and criteria that are involved when making window design decisions. Other tools include **State Code Guides**, **State Fact Sheets for New and Existing Construction**, and a **Measure Guideline: Energy-Efficient Window Performance and Selection**, which covers what windows work best for which U.S. regions.

Does your company belong to the EWC? Are there any other groups you should join that closely align with your company’s values? Are there any groups that can provide insider information that will help grow your business? Do some research on the best choices for your company and join them. Because knowledge is power.

To read more about the Efficient Windows Collaborative, please visit efficientwindows.org.

deceuninck