

Window film stars in the energy debate **according to the Window Film Association of Australia and New Zealand**

According to the Australian Greenhouse Office, Australia's seven million households produce one fifth of the country's total greenhouse gas emissions, largely through electricity¹. When you consider that up to 40% of a typical Australian home's energy can be lost through the incorrect use of windows, the amount of wasted money and energy that is literally 'flying out the window' becomes alarmingly clear.

The Window Film Association of Australia and New Zealand (WFAANZ) offers a compelling and environmentally-sound solution to this problem for energy-conscious home owners, buyers, owner builders and renovators - window film.

In a positive step for global warming, as of 2003 all new Australian homes have been designed to comply with the energy efficiency requirements as set in the Building Code of Australia. Choosing window film is a clever option for home owners, designers and builders to meet these compliance regulations.

Rob Hamilton, President of WFAANZ, comments, "Home owners need to know there is a viable and visually-appealing window option that will save money and the environment. Window film can be specified for new windows yet to be installed or it can be retrofit to existing windows. Either way, window film will significantly improve the energy rating of the whole home."

As well as lowering energy costs and controlling solar heat gain, additional benefits of window film include improved comfort, fade protection, ease of installation, privacy, safety and security.

Rob said, "Thick curtains or cumbersome blinds are not your only choices anymore. Dressing your windows with energy efficient and affordable window film means your views and access to natural light and ventilation do not need to be sacrificed for the sake of the environment, money, or even nosy neighbours."

Further to this, windows with film provide a constant source of light that is not available if curtains are drawn or blinds are down. This equals more reductions on the energy bill and greenhouse gas emissions, as lights are not used as often.

New technologies mean window films now offer a greater variety of shades, colours and performance levels; and are designed to survive the harsh Australian climate with scratch resistant coatings for protection and metallic layers for colour stability. Most window film manufactures provide a minimum 10 year warranty on their products and many products come with a lifetime warranty on residential applications, so the benefits will last.

"WFAANZ sees itself as a major stakeholder in the energy debate. We take our environmental obligations seriously," Rob said, "The globe is warming at a phenomenal rate and WFAANZ is proactively helping to reduce the effects of this wherever possible. As the energy crisis heats up, reducing greenhouse gas emissions is something WFAANZ encourages all Australians to aim for," Rob said.

About WFAANZ

A non-profit organisation, WFAANZ is dedicated to improving the standard of product and installation of window film in Australia and New Zealand; promoting the performance, values and cost effectiveness of solar control window film; and is a reliable voice for the window film industry at all regulatory levels.

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¹ "Greener Homes for a Cooler Planet" Media Release, Australian Greenhouse Office, 4 March 2007
http://www.greenhouse.gov.au/media/media_releases/index-2006.html