Every month, the National Fenestration Rating Council’s (NFRC) industry experts analyze the latest industry news to provide a summary of some of the trends that may influence the way you manage your business.

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Trillions in Savings from Green Building Expected by 2030

Architecture 2030, a building industry research and advocacy group, says green building is poised to deliver more energy savings than initially predicted.

The organization says it has analyzed data made available by the U.S. Department of Energy and concluded that energy consumption in buildings will rise by 14 percent from 2005 to 2030. This is 30 percent less than predicted seven years ago.

Architecture 2030 also says its new projects estimate that Americans will save $3.7 trillion on energy bills through 2030. Edward Mazria, founder and CEO of the organization, says the primary factor altering the initial projections is the ongoing improvement of building energy standards.

Since 2005, the federal government and many states have created more stringent building codes and provided tax incentives to drive green building. In fact, a mandate

Industry Mourns Passing of Arasteh

The National Fenestration Rating Council (NFRC) is saddened to report the passing of Dariush Arasteh, one of the experts who was pivotal in the organization’s creation.

An esteemed contributor to the rating methods NFRC still uses today, Arasteh, a researcher and scientist with Lawrence Berkeley National Laboratory (LBNL), died last week after battling cancer.

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DOE Strategy Session on Volume Purchase Plan Benefits from Industry Input

The U. S. Department of Energy (DOE) recently hosted a strategy session to solicit feedback from vendors and manufacturers on how to improve its Volume Purchase Program (VPP).

One participant who has participated in the program since its inception said that while his company has not received a lot of inquiries he has experienced some indirect benefits. The participant pointed out that the program has helped increase awareness of R-5 windows, and customers are asking for it with growing frequency.

One of the ideas that emerged for advancing sales was forming stronger relationships with big box stores to promote the acceptance or R-5 windows in the
imposed in 2007 by the Energy Independence and Security Act requires federal buildings to reduce energy consumption by 30 percent in 2015 compared to their usage in 2003.

Additionally, during 2010 more than 50 percent of all states adopted the International Code Councils’ (ICC) 2009 International Energy Conservation Code (IECC).

Of particular interest to the fenestration industry may be the fact that much of the return on investment from green buildings comes from reducing the use of electricity or heating costs, both of which can be controlled through the strategic installation of fenestration products.

Oldcastle Sees Expansion Creating Jobs

NFRC member-company Oldcastle Building Envelope plans to add nearly 34,000 square feet to its existing facility in Creekside Industrial Park, and the addition could result in up to 35 new jobs.

Coweta County, Georgia Development Authority President, Greg Wright, says he looks forward to working with the company as they expand their operations.

Oldcastle, a supplier of architectural glass and aluminum glazing systems and skylights, has been part of the Coweta community since 1997.

FTC Takes on Exaggerated Energy Claims

The Federal Trade Commission (FTC) has ordered five companies that sell replacement windows to stop making exaggerated claims marketplace by emphasizing the benefits they have over similar products.

Another suggestion that arose during the strategy session was that the program could gain more widespread adoption by changing the minimum order from 20 to 10.

Net-zero Expected to be $1.3 trillion market by 2035

Pike Research, a market research and consulting firm that provides in-depth analysis of global clean technology markets, recently released a report saying net-zero construction will become a $1.3 trillion global business by 2035.

Growth in this market is being driven by European demand where zero-energy requirements are increasingly required by building codes.

The International Living Future Institute introduced a certification program for net-zero buildings during the 2011 Greenbuild show in Toronto. The organization believes the certification program will gain traction in the U.S. much the same way the U.S. Green Building Council’s (USGBC) LEED certification program has.

The institute further anticipates that California and Massachusetts will spearhead its acceptance, bringing building codes closer to a net-zero standard.

Green Remodeling to Increase Fivefold by 2016

Fenestration manufacturers may find new opportunities in the green remodeling market, which is expected to grow five
about product performance.

A recent article published in Consumer Reports, says window manufacturers often include energy savings as one of the selling points when presenting their products to consumers. One of the most common claims is that windows will pay for themselves in short order.

Research, however, does not support these claims. In fact, it may take as long 20 years for consumers to realize a return on their investment.

The article reports that the FTC has, “Ordered five companies that sell replacement windows to stop making exaggerated and unsupported promises about their products.”

David Vladeck, Director of the FTC’s Bureau of Consumer Protection explains that while energy efficiency and cost savings are important to consumers, the FTC must act to make sure consumers receive accurate information.

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Turner Forms Company to Educate Manufacturers

Longtime fenestration industry supporter and product expert Lucas Turner says he created his own business to help manufacturers understand how structural and thermal building codes and ENERGY STAR can impact their businesses, and to develop product approvals and thermal solutions with them to meet these needs.

Turner, a licensed engineer with 13 years of fenestration industry experience, has worked for product manufacturers and test laboratories, making him uniquely qualified to serve his colleagues. Responding to a times larger than its current size by 2016.

During 2011, green homes made up 17 percent of the overall residential construction and are expected to increase from 29 percent to 38 percent by 2016. This information comes from a study by McGraw-Hill Construction. The study was released at the recent International Builders’ Show earlier this month.

From an economic perspective, this growth equates to an increase from $17 billion in 2011 to between $87 and $114 billion in 2016.

The report says 34 percent of remodelers expect most of their business to come from green work by 2016. This represents a 150 percent increase compared to 2011.

Chairman of the National Association of Home Builders (NAHB), Barry Rutenberg, says the study demonstrates phenomenal growth in green building and suggests it is a strong testimonial to green home building.

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Codes News: Nevada Adopts 2009 IECC, Implementation Set for July 1


All new buildings and renovations must comply with the new code.

According to the International Code Council (ICC) the IECC is adopted by many state and municipal governments in the U.S. It establishes baseline design and construction requirements for energy efficiency.
need for straightforward code services in the marketplace, Turner recently formed Turner Engineering & Consulting, Inc. (TE&C).

TE&C’s core services will include consulting, test planning, engineering services such as complete Florida Product Approval and Miami-Dade NOA packages, and NFRC accredited thermal simulations and validation testing solutions.

“Over the years I’ve seen a clear need in our industry to provide manufacturers with technical assistance in the codes arena as the landscape there is constantly changing,” Turner said. “The key to meeting this need successfully will be explaining the financial risks vs. benefits of code compliance, and developing custom product approval solutions to fit each client’s product offering.”

“We excel in personal attention and service to our clients,” Turner concluded. “We understand the need for staying on schedule and within budget in all that we do.”

The budget for adopting the 2009 IECC was $1,190,000. Part of this money may be used for training that will facilitate its implementation and enforcement.

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AIA, NIBS Partnerships Seen Driving Research, Knowledge

The American Institute of Architects (AIA) and the National Institute of Building Sciences (NIBS) are planning to collaborate on issues concerning the design, construction, operations and maintenance of high-performance buildings.

The two organizations foresee their involvement facilitating a new level of cooperation, which will bring innovation and improvement to the sustainable building industry.

One of the goals for the new partnership is to provide an online portal that offers a wide range of building industry research to the public. Both organizations say they recognize the power of knowledge to inform, and they expect the portal to spur creativity throughout the building design community.

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NFRC is the recognized leader in energy performance rating and certification programs for fenestration products. Visit NFRC News Now for the latest fenestration-related information.

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