

High-efficiency Windows

In 1997, market share for energy-efficient windows stood at 13 percent. With very little information known about energy-efficient windows, demand for the product was low. And with manufacturers resistant to incur the up-front costs required to produce energy-efficient windows, availability was minimal. A year later, ENERGY STAR® released its first efficient window standard (u-.35) leaving manufacturers wondering how to cost-effectively change their processes to comply with the new specification. Seeing an opportunity to increase market share for efficient windows, we worked with manufacturers to find simple ways to qualify their products and affordable manufacturing processes to help reduce the cost barriers.

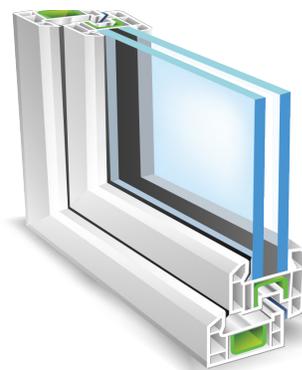
Our Role in Market Transformation

Innovation: By partnering with regional utilities, window manufacturers, window dealers, the manufactured home industry and builders across the Northwest, we launched an initiative to reduce market barriers to ENERGY STAR certified windows and increase market share to 75 percent by 2001.

HIGH-EFFICIENCY WINDOWS CAN SAVE HOMEOWNERS
UP TO 15 PERCENT ON THEIR ENERGY BILLS.

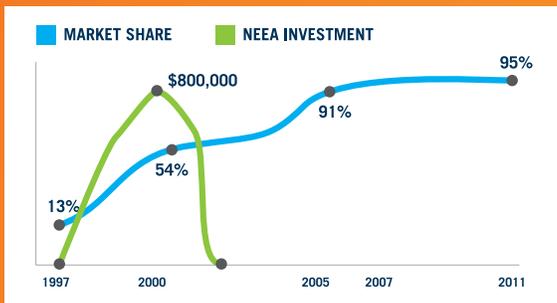
Action: To increase product awareness, we worked with manufacturers on tailored marketing programs using the ENERGY STAR label. Targeting key manufacturers early for ENERGY STAR partnerships created healthy competition and attracted more companies to enter the market. By 2001, all major Northwest window manufacturers were ENERGY STAR partners and had contributed almost \$1 million in matching marketing funds. Product training at both large and independent stores led to more than 300 retailers signing on as ENERGY STAR partners by the same year. And as a result, builders were able to buy ENERGY STAR windows off the shelf, increasing sales and reducing overall unit costs for the product.

Outcome: From 1997-2011, we achieved 16.8 aMW in energy savings beyond what would have occurred naturally in the market without intervention. This is enough energy to power more than 12,000 U.S. households each year. Today, approximately 95 percent of windows sold in the region are ENERGY STAR certified windows.



Innovation to Action

DELIVERING LONG-TERM SAVINGS ON REGIONAL INVESTMENTS



By 2001, all major Northwest window manufacturers were ENERGY STAR partners, and by 2007 market share for u-.35 windows reached 95 percent. In 2008, the Oregon, Washington and national building codes (used in Idaho and Montana) started requiring u-.35 windows.



Market barriers included high manufacturing expenses, a lack of demand, limited availability and an inability to identify energy-efficient products.

We worked with manufacturers and retailers to remove market barriers and speed the adoption of energy-efficient windows by builders.

Approximately 95 percent of windows sold in the region today are ENERGY STAR certified windows.

Market share increased from 13 percent in 1997 to 75 percent by 2001 and to 95 percent in 2011.

- 1997 TO 2001 -
\$1.8M
 INVESTED

- ATTAINED BY 2011 -
95%
 MARKET SHARE

29.0
 aMW IN
 REGIONAL SAVINGS

16.8
 aMW IN
 CO-CREATED SAVINGS

TOGETHER We Are Transforming the Northwest



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