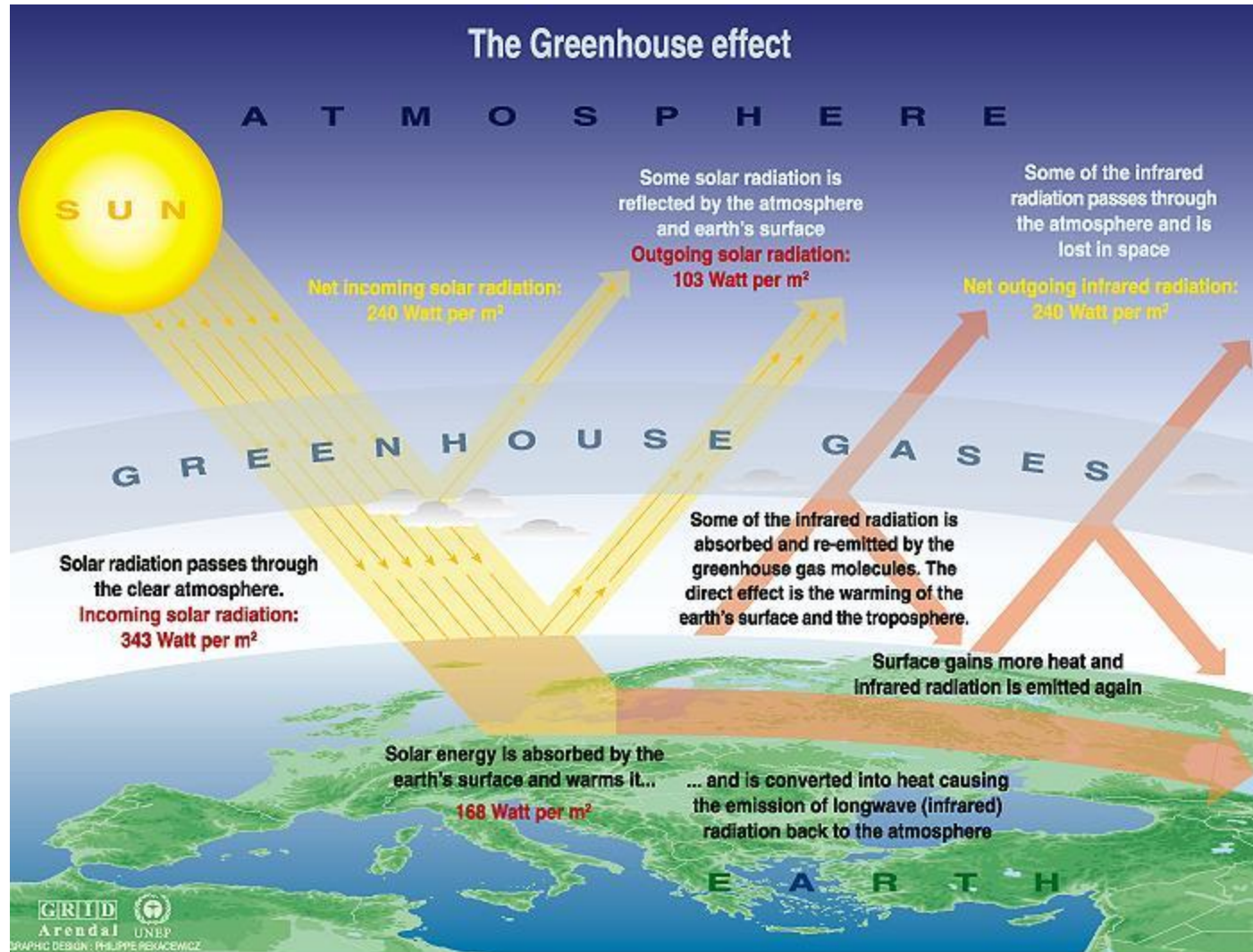


# Saving Our Planet One Window at a Time

Envirosealed Windows™

# Green House Effect



Sources: Okanagan university college in Canada, Department of geography, University of Oxford, school of geography; United States Environmental Protection Agency (EPA), Washington; Climate change 1995, The science of climate change, contribution of working group 1 to the second assessment report of the intergovernmental panel on climate change, UNEP and WMO, Cambridge university press, 1996.

## *Did You Know?*

- Gasoline creates 19.5 lbs of CO<sup>2</sup> for every gallon burned

## *Did You Know?*

- Carbon Dioxide is the major contributor to Global Warming

## *Did You Know?*

- CO<sup>2</sup> is at its highest point measured (Antarctic Ice Cores) in 480,000 years

## *Did You Know?*

- Carbon Dioxide levels are expected to more than double by the end of the century

## *Did You Know?*

- The 11 hottest years on record have occurred since 1990

## *Did You Know?*

- The rate of temperature increase is expected to triple by 2100



## *Did You Know?*

- Residential windows account for 10-25% of home heating and cooling energy costs

## *Did You Know?*

- Approximately 2 lbs of CO<sup>2</sup> are created for every KWhr of energy produced from coal or natural gas

## *Did You Know?*

- It takes 3 full grown trees a year to absorb one ton of CO<sup>2</sup> (One Typical Home)

## *Did You Know?*

- Each 0.01 U-value improvement in windows can save up to 470lbs of CO<sup>2</sup> per home/year

## *Did You Know?*

- The Best Warm Edge spacer – Duralite can improve total window U-values by up to 0.04 and save almost 1 ton of CO<sup>2</sup> production and \$235 in energy costs per year in an average home

## *Did You Know?*

- Windows that last 20 years can save up to 20 tons of CO<sup>2</sup> production in an average home

## *Did You Know?*

- If every home in America had Duralite Warm Edge Spacer we could save the environment over 70 million tons of CO<sup>2</sup> pollution

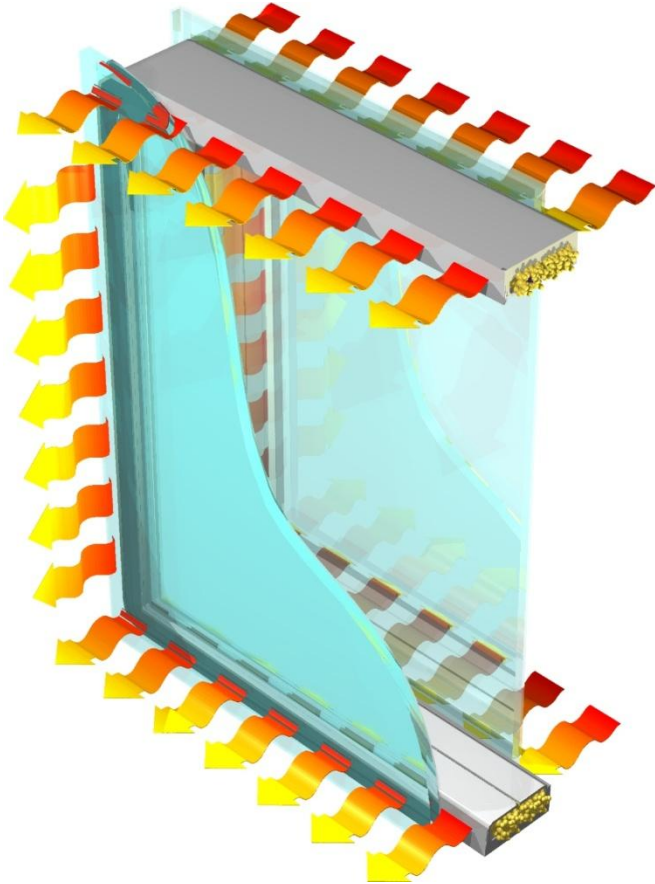


**Green is more than a color  
Its an obligation**



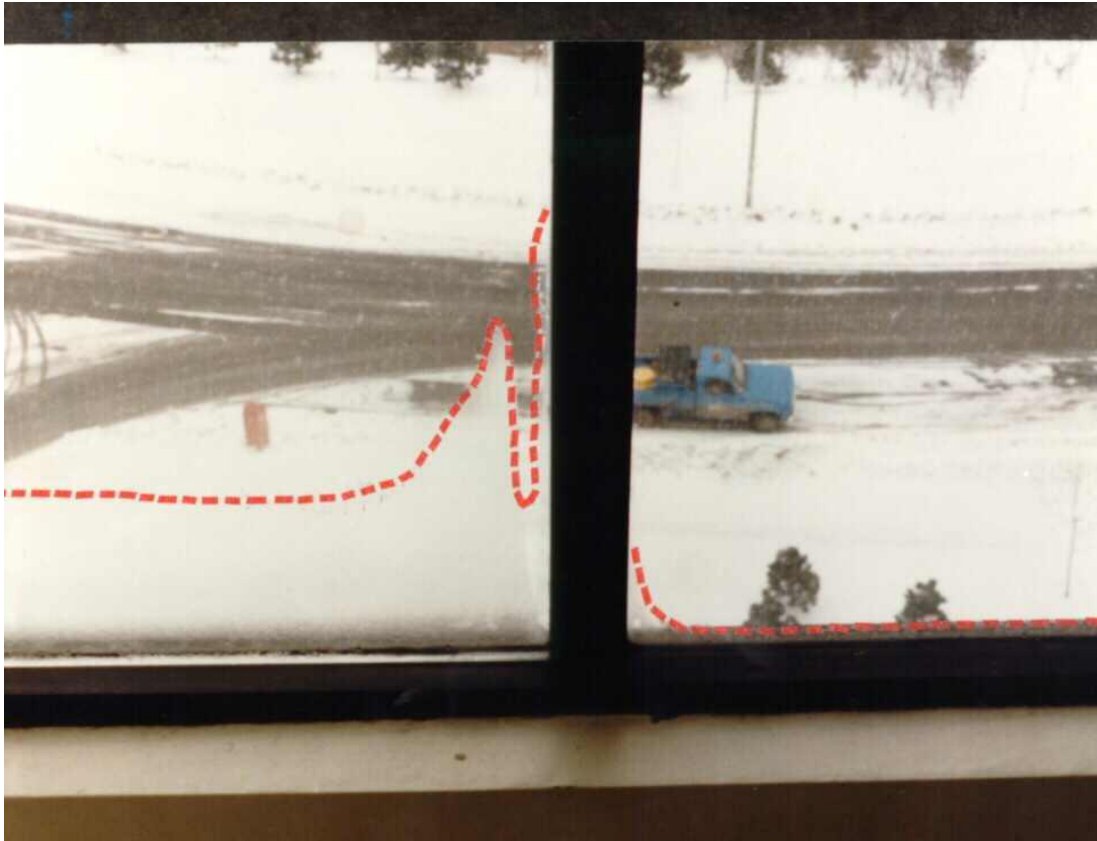
- Truseal is offering the Envirosealed Windows campaign to any customer using our Dura Platform Spacers, Duraseal® and Duralite®.
- Both Duraseal and Duralite significantly improve the thermal performance of windows by up to a 0.04 U-value.
- *Each 0.01 U-value improvement can save approximately ¼ ton of CO<sub>2</sub> per year per home*

# What is Warm Edge Glass?



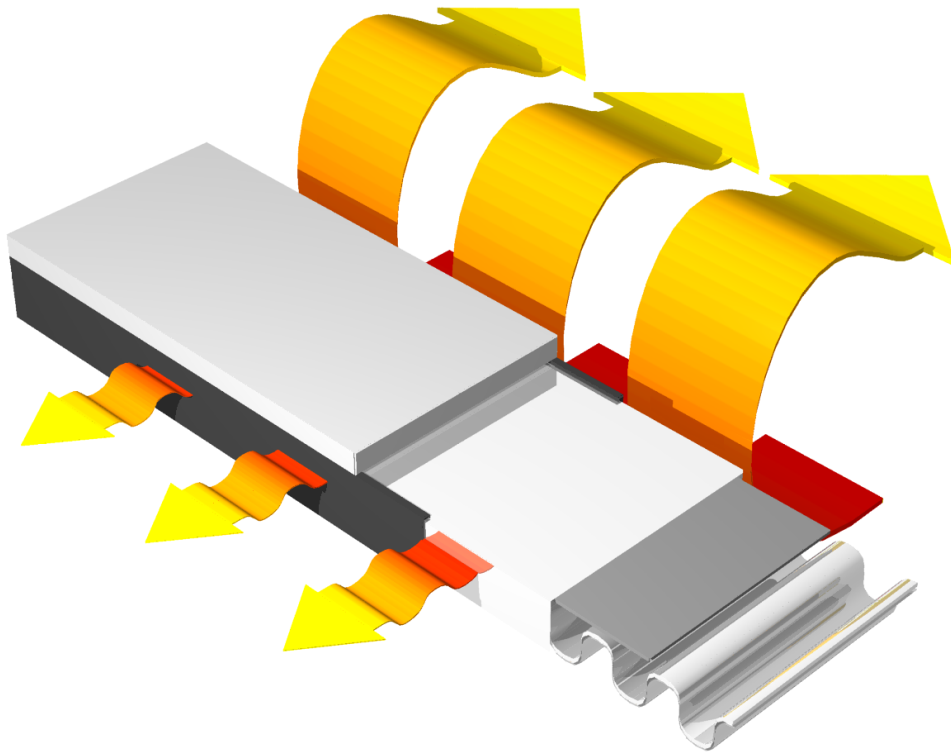
- Heat is transferred across the path or paths of least resistance and from areas of high heat concentration to areas of low heat concentration.

# What is Warm Edge Glass?



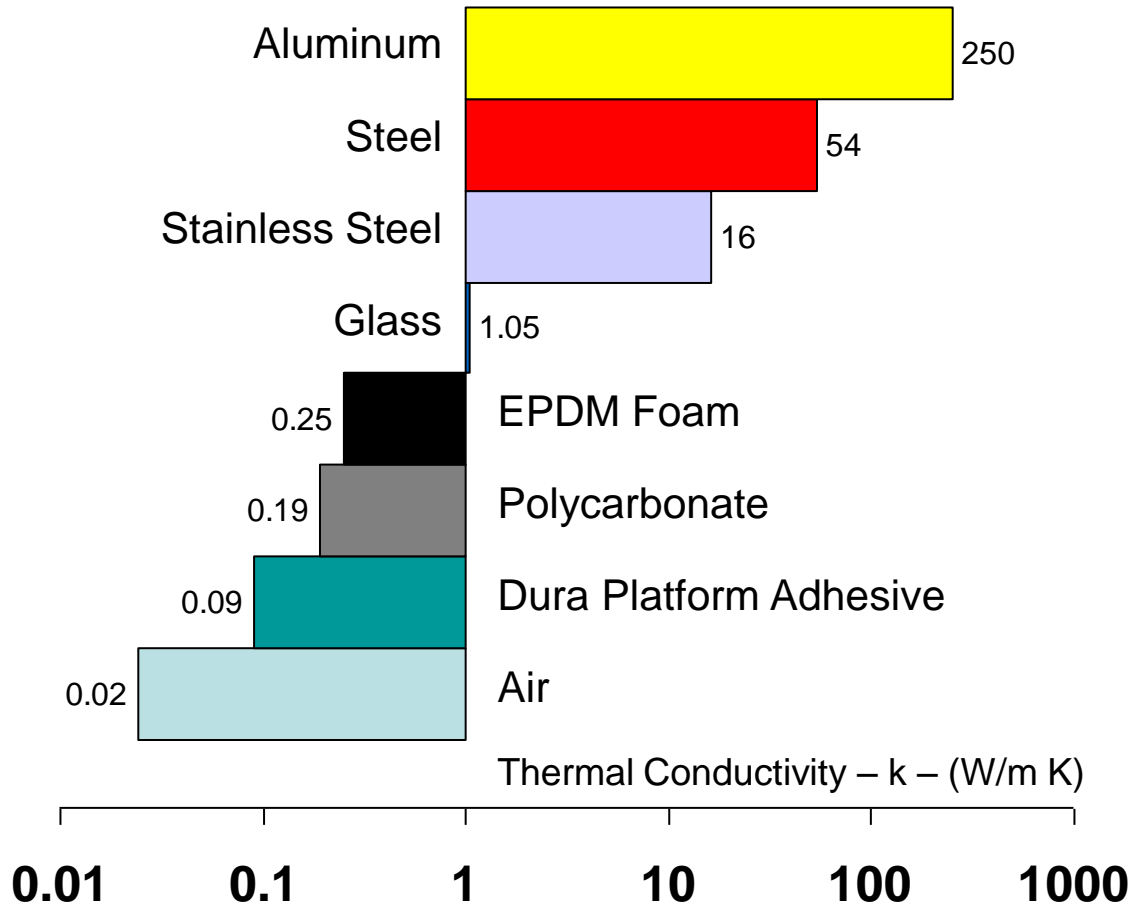
- Warm Edge glass contains spacers around the edge that conduct less heat energy which improves the energy savings of the window as well as significantly reducing condensation

# Envirosealed Windows



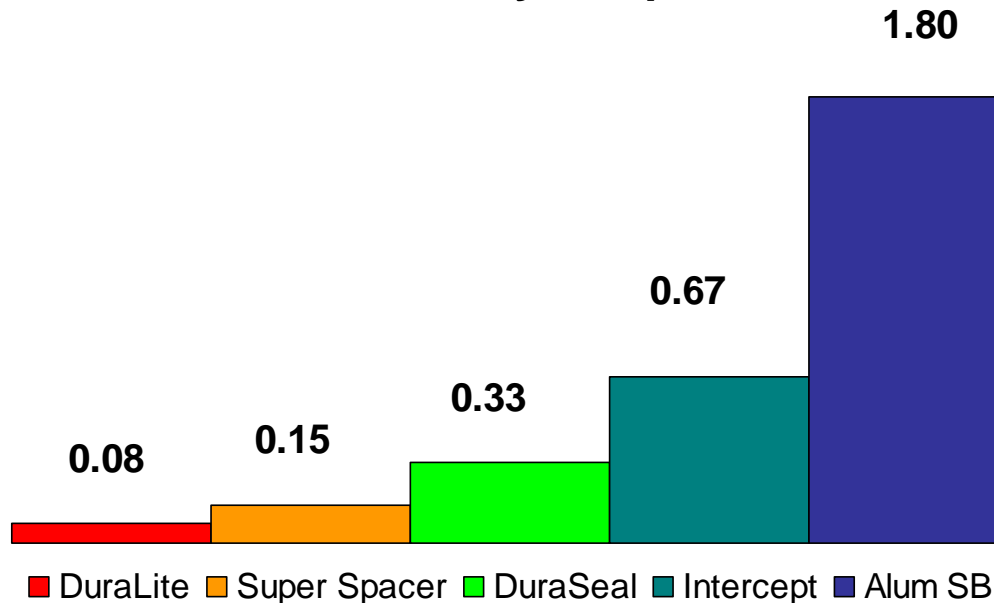
- Dura Platform Spacers insulate the edge of glass better than solid foam or metal spacers. Dura Platform Spacers are hollow trapping air for maximum thermal performance

# Thermal Conductivity



Duralite and Duraseal are hollow air filled spacers and air is an excellent insulator more than 10X better than EPDM foam and 200X better than carbon steel.

## Conductivity of Spacer

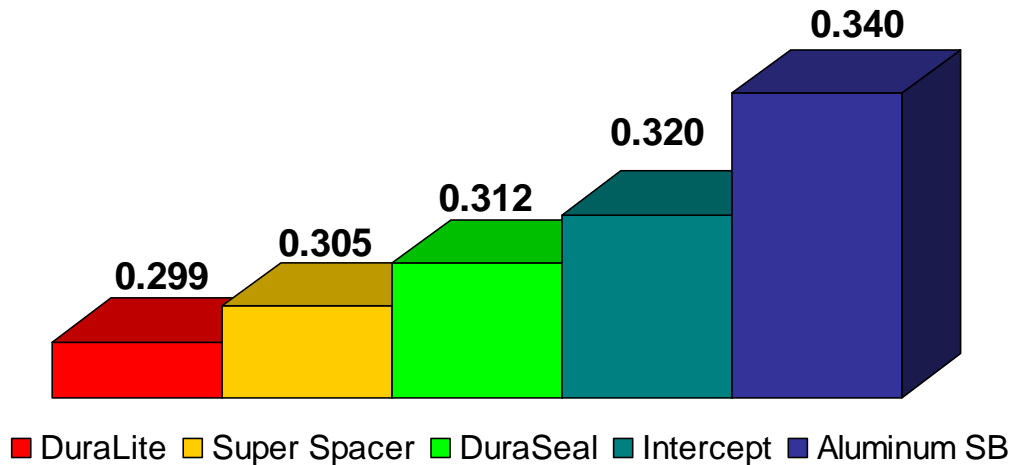


Simulations were performed by  
Enermodal Engineering Limited using  
Window 5.2 and Therm 5.2 as per  
NFRC 100, and NFRC 500, 2001. Dec  
23, 2003

- Better insulating Dura Platform Spacers improve the temperature of the glass.
- Warmer glass makes you feel more comfortable.

# Total Window U-Value

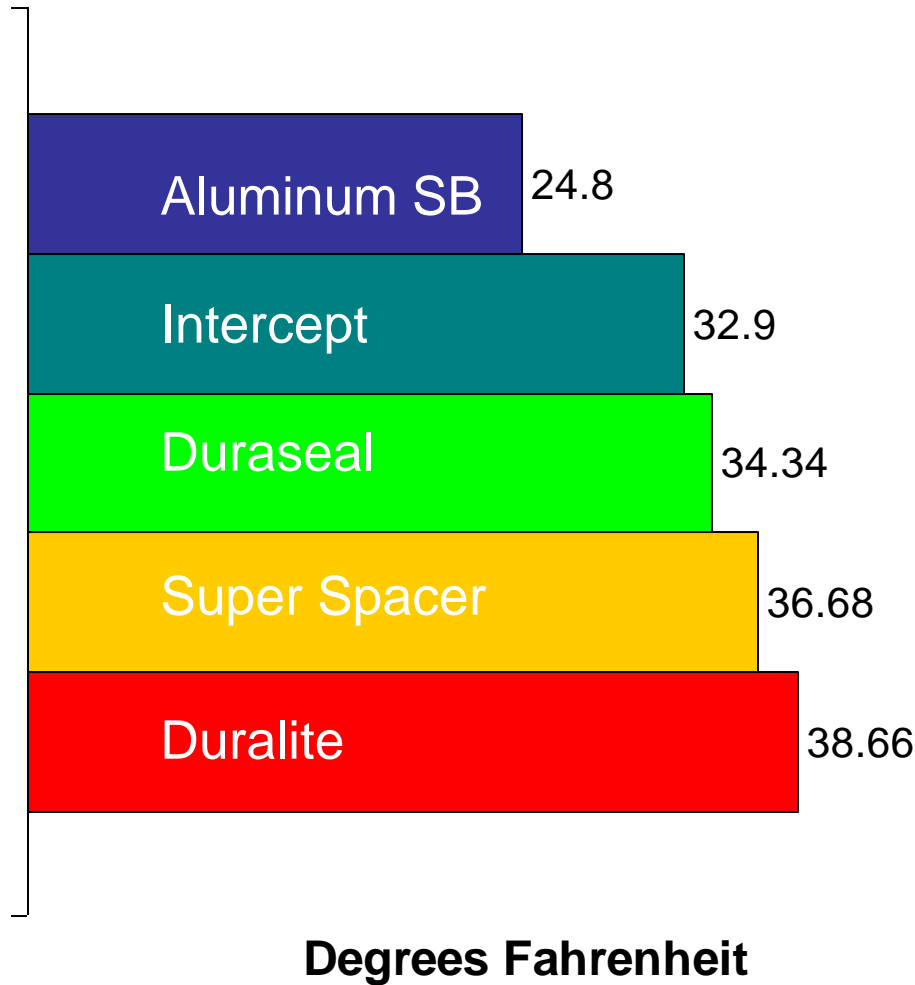
Total Window U Value



- Dura Platform Spacers improve the total window U-value.
- Warmer window U-values makes you feel more comfortable.

Simulations were performed by Enermodal Engineering Limited using Window 5.2 and Therm 5.2 as per NFRC 100, and NFRC 500, 2001. Generic vinyl window, soft coat low e ( $e=0.034$ ), argon filled.

# Edge of Glass Temperature

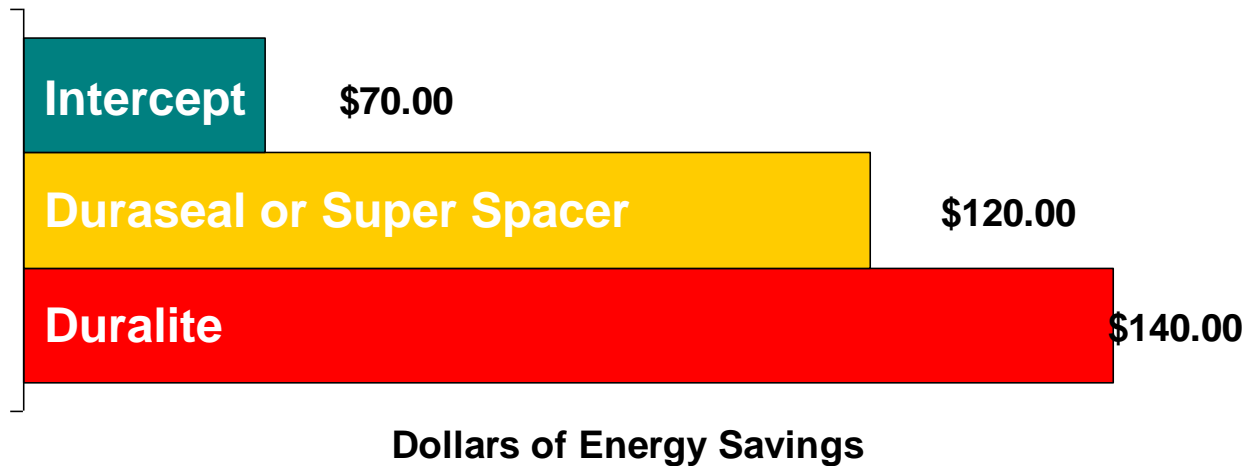


Better insulating  
Duraseal improves the  
temperature of the  
glass

Warmer glass makes  
you feel more  
comfortable



## Annual Savings Compared to Spacer Bar



- Dura Platform Spacers improve the total window U-value which reduces heat loss and saves money on energy bills.

Simulations were performed by Enermodal Engineering Limited using Window 5.2 and Therm 5.2 as per NFRC 100, and NFRC 500, 2001. Generic vinyl window, soft coat low e ( $e=0.034$ ), argon filled.



- Full use of the Envirosealed Windows Logo for any published literature, advertising and promotion materials as long as you are using a Truseal Dura Platform Spacer (Duralite or Duraseal).

- Consumer Brochures
- POP Brochure Holder
- Dangler
- Window Sticker
- Sampling
- Flip Chart
- Dura Platform Brochure

- Consumer Brochures
- POP Brochure Holder
  - Dangler
  - Window Sticker
  - Door Hanger
  - Lawn Sign
  - Sampling
- Dura Platform Brochure

## Dealer Days

Program consists of the following:

- Sales and marketing presentation on Duralite by Truseal representatives
- Spacer Samples samples for all attendees
- Consumer marketing literature
- Envirosealed Windows sell sheets and Enviro Facts
- 3D showroom poster
- Display stickers for samples
- New blister pack spacer samples
- Energy Efficient travel mugs
- Environmentally friendly bags for hauling all the goodies home!

Additionally, Truseal will sponsor a drawing for a 30 GB iPod for every 25 attendees, minimum of 10.

- The creative seeks to convey warmth or coolness by contrasting interior of house with cold/ snowy or hot/sunny outdoor environments.



- Window stickers that show the same child playing in a field of green grass drawing attention to the window and glass.

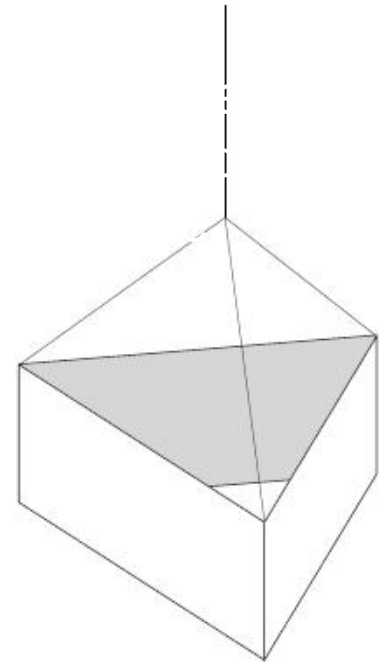


side B



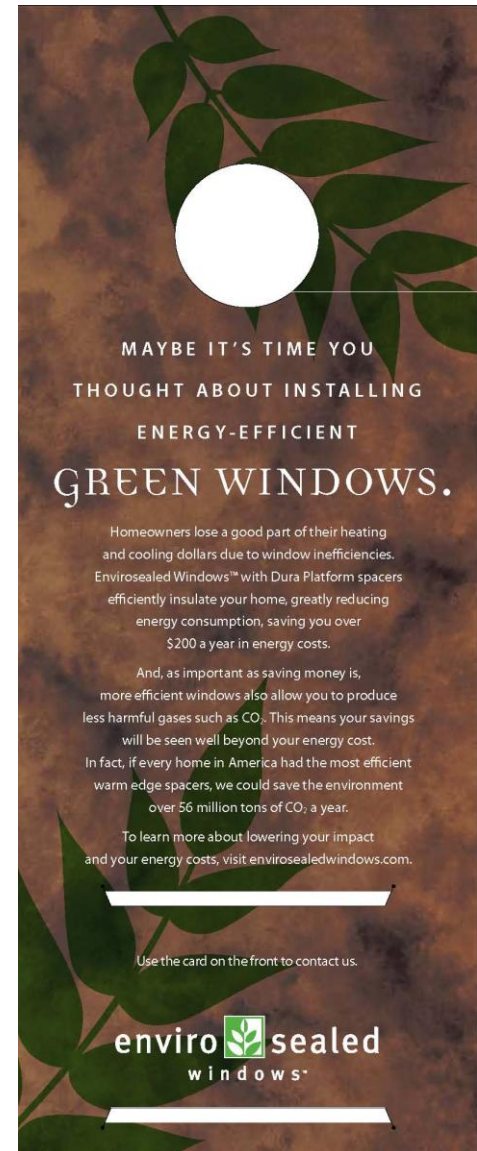
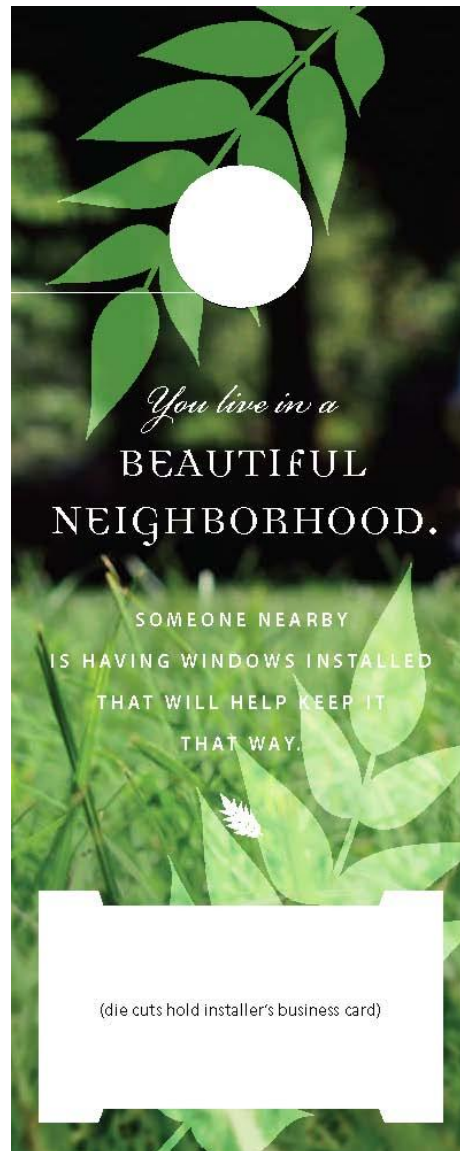
or side B

- Showroom Dangler





- Door Hanger



- Lawn Sign

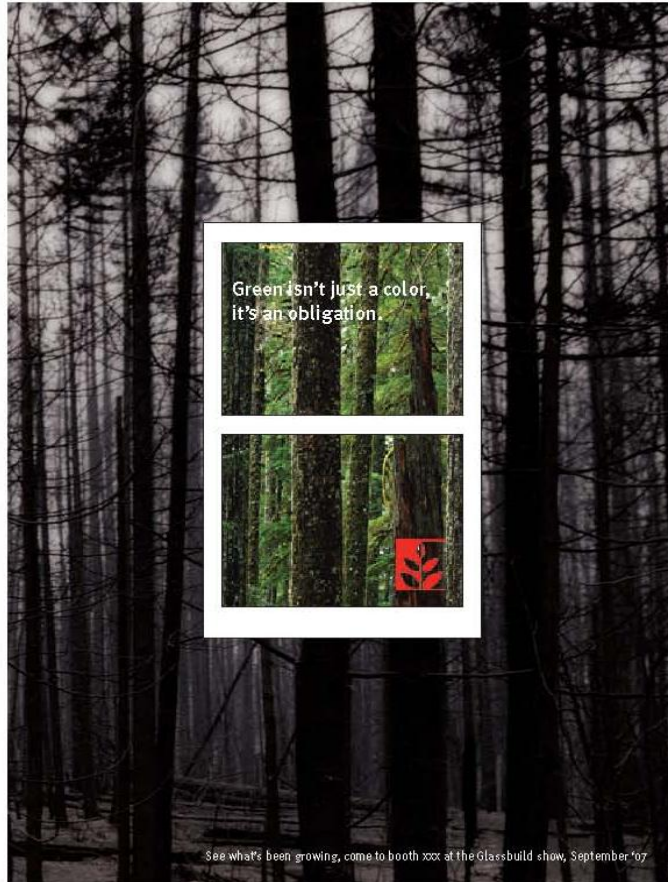
***DelVecchio Construction***

***216-555-1234***

IS PROUD TO BE INSTALLING

enviro  sealed  
w i n d o w s





- Thought provoking consumer and trade advertisements that make it clear the best view is through Envirosealed Windows



The creative seeks to convey warmth or coolness by contrasting interior of house with cold/snowy or hot/sunny outdoor environments.





## POP Brochure Holder



Duralite™ spacers make  
a more efficient window  
and save you money.



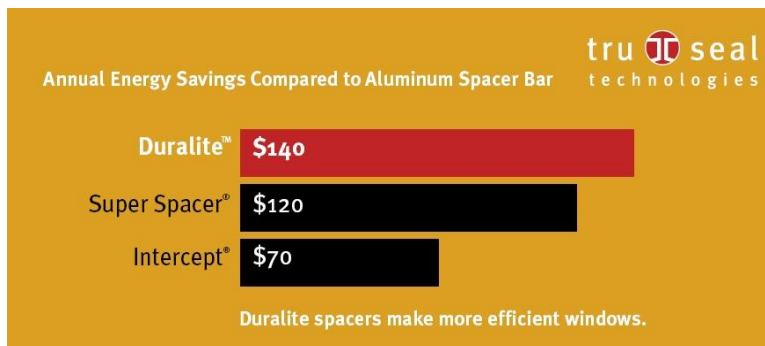
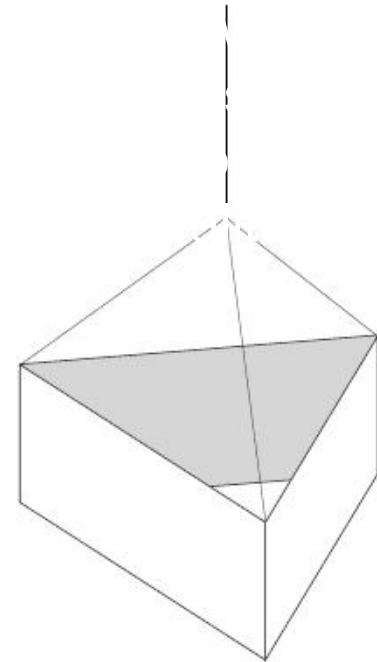
What makes a window  
better at keeping the cold out,  
and the warm in?

tru seal  
technologies



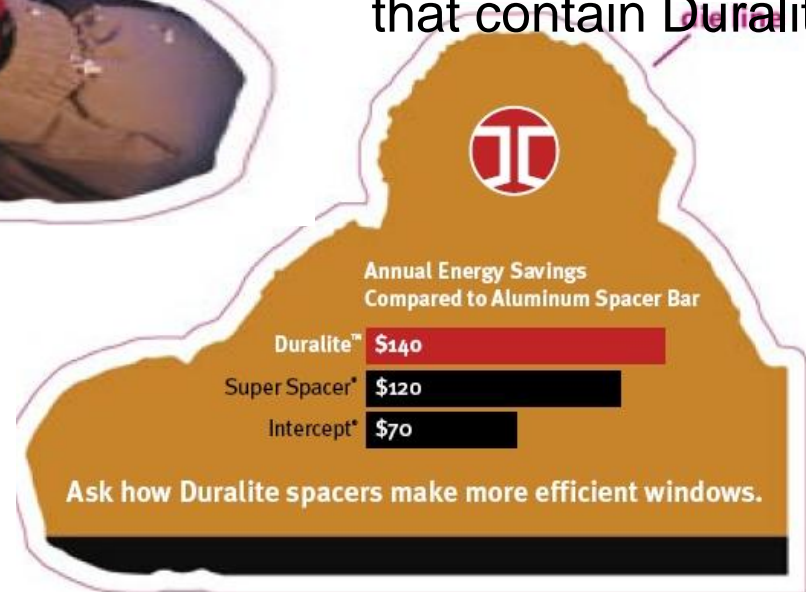
Brochure holder designed to sit in dealer showrooms and manufactured to house flat consumer brochures.

## Showroom Dangler

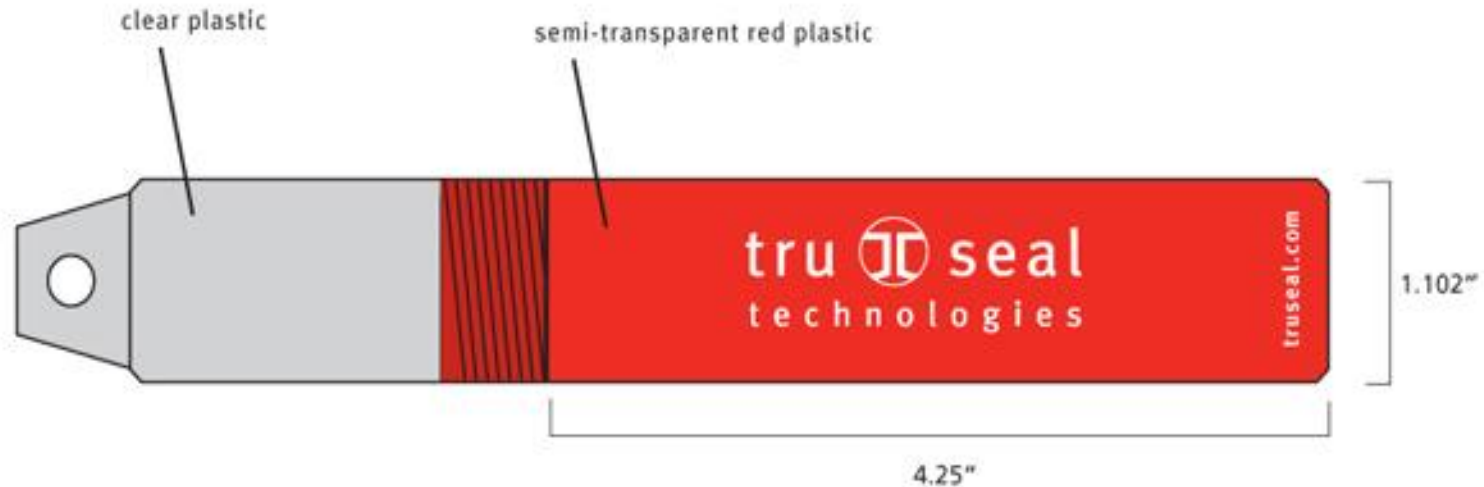


## Showroom Window Sticker

A double-sided sticker that clings to showroom windows will induce questions from showroom visitors and influence them to seek windows that contain Duralite.



# “Cigar Tube”

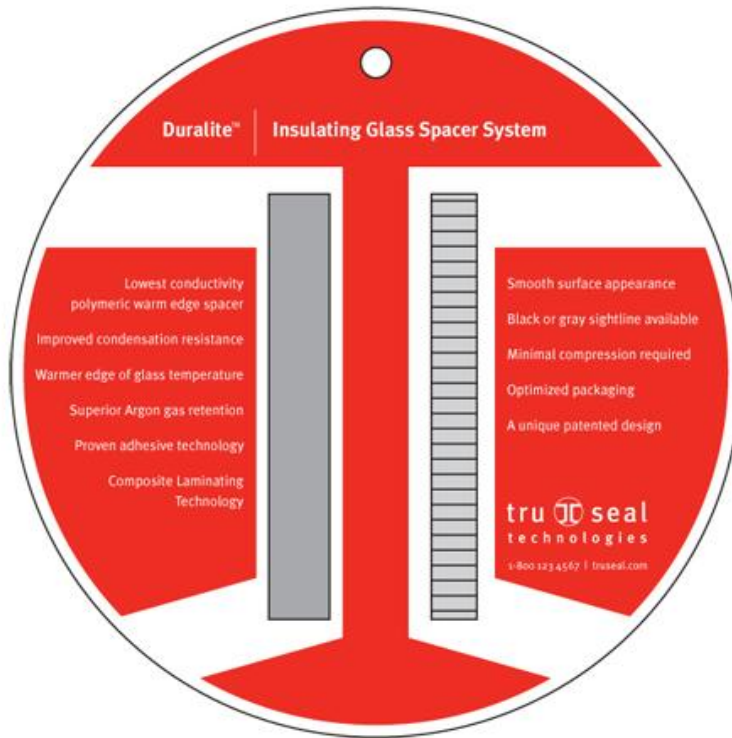


artwork to print 1-color: white (on red area of plastic tube at size and position shown above).

- Plastic “cigar tube” concept containing Duralite sample aimed at use for dealer/distributor “show and tell”
- Practical method for product sample distribution with out mess or damage
- Hang tag with brief product feature and Truseal logo



# Display Disc



- **Shrink-wrapped sample of Duralite showing front and back**
- **Demonstrates smooth Duralite sightline and clear, no-metal spacer in a hands-on sample**
- **Practical size and packaging with informative text**
- **For use with all customer groups**