

High Performance Windows Program Strategy Session

February 2, 2012

2:00 EST

The U.S. Department of Energy announces an interactive strategy session for optimizing the progress of the High Performance Windows Volume Purchase Program. The focus of the session is to discuss future strategies for the program based on its prescribed objectives:

- **Primary Objective** – Increase the market share of High Performance Windows (HPWs) and low-E storm windows
 - Approaches*
 - Increase awareness for HPWs through marketing and education leading to increased demand
 - Create sales opportunities for manufacturers by creating a purchasing arena (website) for buyers where manufacturers could compete for sales
 - Develop incentive programs with utilities and different levels of government
- **Secondary Objective** - Enhance innovation of technologies to produce HPWs more effectively and increase product offerings
 - Examples*
 - Surface four technologies (double pane HPWs)
 - High volume fabricators for triple panes

The session is intended to be a proactive forum for members of the windows industry and would welcome the participation of representatives from all areas, such as; manufacturers, suppliers, builders, architects, realtors, government agencies, advocacy groups, consultants, rating agencies, trade associations, utilities, journalists, etc. Members of the program from DOE, Pacific Northwest National Laboratory, Energetics, and the Alliance to Save Energy will present several topics regarding former and current program models and will invite questions and comments from participants in an effort to elicit ideas on how best to proceed with the program. It is important to understand that we are seeking thoughtful and constructive ideas, tactics and strategies to enhance the program with an open mind toward ideas for their resolution.

The session will begin with a brief introduction about the program, although it is anticipated that most participants will already have a working background knowledge of the program. Those interested in learning more about the program before the session should visit the following two websites for information:

<http://www1.eere.energy.gov/buildings/windowsvolumepurchase/>

<http://www.windowsvolumepurchase.org/>

Following the introduction, participants will be asked to share their ideas on how to approach goals and limit constraints pertaining to various aspects of the program. This will be followed by an open forum period where participants are encouraged to initiate other topics of importance.

Interested parties will need to correspond with PNNL in the coming weeks in order to receive information about how to join the session. Please contact Terry.Mapes@pnnl.gov to receive this information as well as the Strategy Session agenda.