

# **Attachments Labeling Task Group Minutes**

Friday, April 9, 2010

4:00 P.M. – 5:00 P.M. EST

Chair: Thomas Morrissey - Hunter Douglas, Inc.

## **Participants:**

Tom Morrissey (Chair), Joun Lewis (Staff), John Gant, Rich Watkins, Andy Rittenhaus, Joe Jonely, Nils Peterman, John Dollar, Dave DeBlock, Steve Strawn, Stefan Poetsch, Heather Collins, Dennis Collins, Lisa Winckler, Jen Padgett, Dr. Ross McCluney, Marcia Falke, Mike Nau, Jim Larsen, Charlie Curcija, John McFee, Krish Kudva, Stephen Hebeisen, Roger LeBrun

### **1. Call to Order:**

Chair called meeting to order at 4:00 P.M. and conducted a roll call. Anti-trust reminder was given. The meeting had at least 25 known participants.

### **2. Review and Approve Agenda:**

- I. Review negative comments on the draft label ballot
- II. Other new business

### **3. Discussion:**

The meeting began with a brief overview of the purpose for submitting a draft label ballot. Our basic intent was to further awareness and generate more specific discussion. Attachment labeling became a spontaneous discussion during last fall's conference and there appeared to be a wide range of opinions with very little consensus.

At that time a straw poll was taken which led to more specific board discussion, and direction, along with a project to collect consumer focus group feedback. It was determined by the task group an early ballot would lead to a broader group discussion at the spring conference in New Orleans during the Interior/Exterior Attachments block of time and ultimately during the Committee ballot review.

Since the time of ballot submission even more specific direction from the board has been published. The newest points were not incorporated into the submission but will be discussed during the spring conference. Also reviewed with the group was the fact a consumer focus group series was being completed to provide objective 3<sup>rd</sup> party commentary on the subject of labels and how consumers use them in their decision making. The company providing the research is the Potomac Corporation and the contact is Leonard Greenberger.

There were 9 negative votes. The group reviewed each of those votes and discussed the points being made. It appeared many of the statements were made without awareness or complete understanding of the direction given by the board. This can and will be corrected by more complete communication during the spring conference. Our task group is not looking for an approved ballot but in fact an expanded dialog and understanding on what is needed, and wanted, by consumers for making informed decisions on the purchase of Attachment products.

The draft version of the direction from the board is recorded below for clear understanding of what we are attempting to address in the ballot discussion:

*NFRC February 2, 2010*

*In January 2010, the NFRC Executive Committee met in Chicago to review the Business Plan for the Fenestration Attachments Program and to help refine a "Shared Vision" for the attachments industry. This vision will be reviewed by the Board of Directors later this month and an approved vision will be presented to the attendees at the Spring Membership meeting in New Orleans. The draft vision includes the following:*

*The rating should be developed sequentially (simplest to most complex).*

*The program should provide web-based information on product ratings/performance.*

*The label should have a permanent mark; and be traceable (back to APD via CPD #).*

*The rating should provide for fair, uniform comparisons within attachment product lines.*

*This simple, comparative rating being developed shall not be used for comparison with window ratings.*

*The attachment label shall include language that states "For comparable ratings with similar attachment products only." The label should describe the attachment through words and/or pictures.*

*The attachments ratings shall use the same base case windows for all attachment products.*

*There shall be 6 base case windows used for determining the ratings.*

*The program shall include ratings with and without the base windows.*

*One base case window shall be used for validation testing.*

*The consumer friendly label shall include ratings (with and without) 2 base case windows (good performer/ poor performer).*

*The attachments ratings shall be based upon (and include) U-factor, SHGC and VT (if applicable).*

*This information will be available on a publicly accessible database on the NFRC website. Information on the simple, consumer-friendly attachment label, however, may be different based upon the focus group and marketing studies. NFRC is the recognized leader in energy performance rating and certification programs for fenestration products. Visit NFRC News Now (<http://nfrcnews.blogspot.com/>) for the latest fenestration-related information. Editor: Tom Herron, [therron@nfrc.org](mailto:therron@nfrc.org)*

**4. New Business:**

No new business was identified for discussion on this call.

**5. Adjourn Meeting:**

Meeting ended at approximately 5:00 P.M. The group will next meet at the spring conference in new Orleans, LA on 12-15 April 2010.