



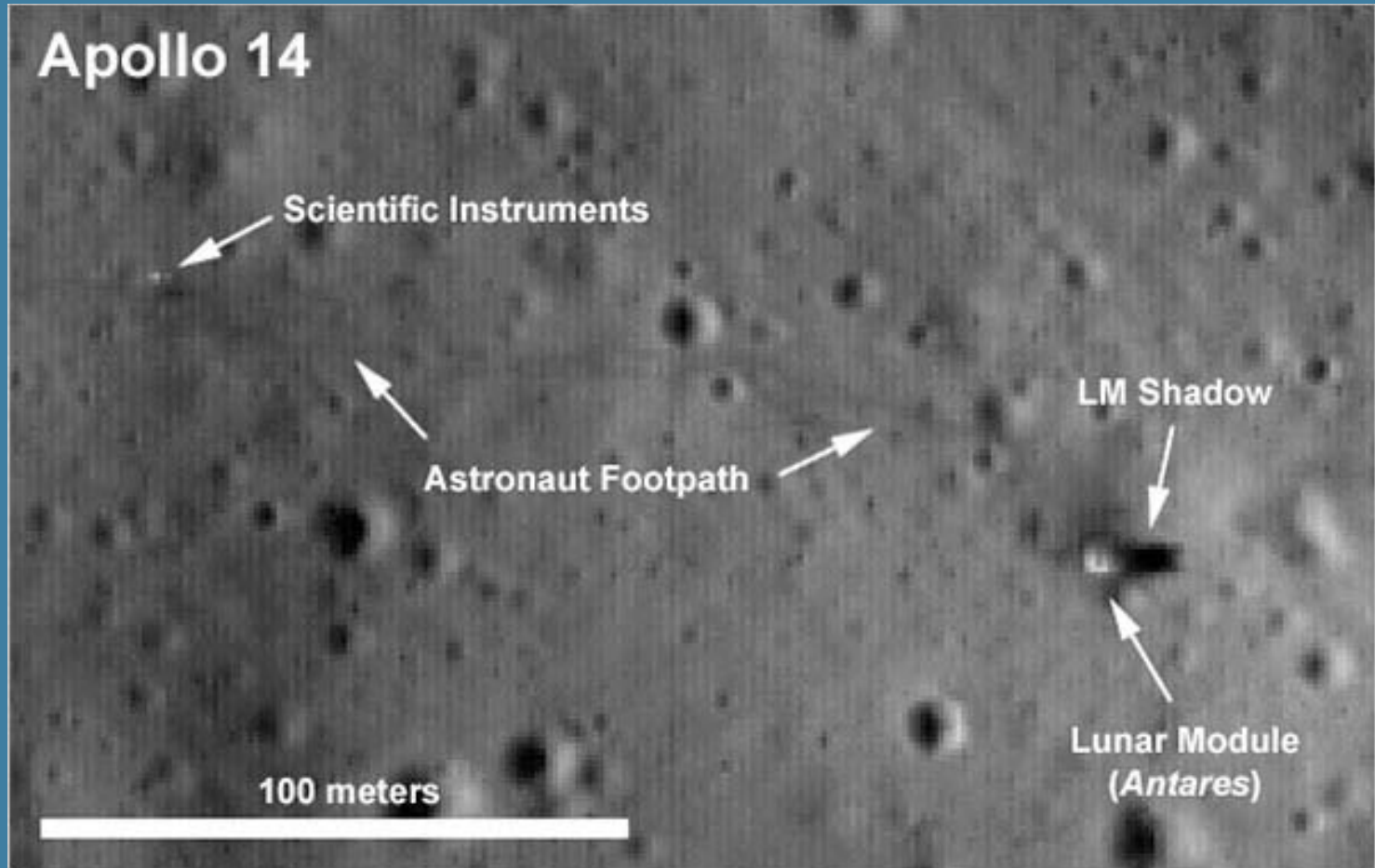
# Marketing & Education Activities 2009 Implementation Report

Regulatory Affairs and Marketing Committee  
July 20, 2009 \* Baltimore, Md.



# Big Anniversaries This Year

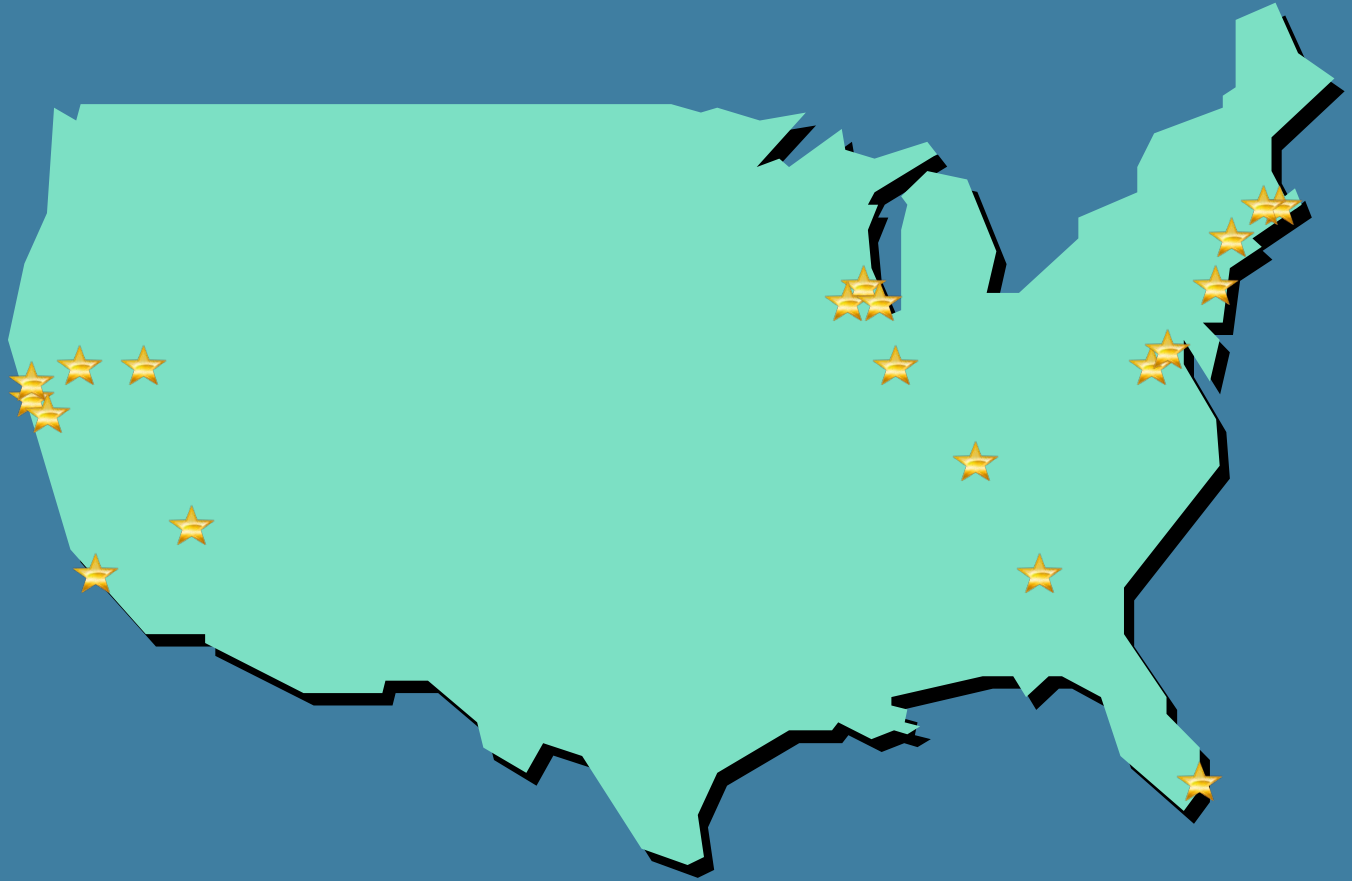
## Apollo 14



# A Brand New Exhibit



# Outreach at Trade Shows





# NFRC Newsletters

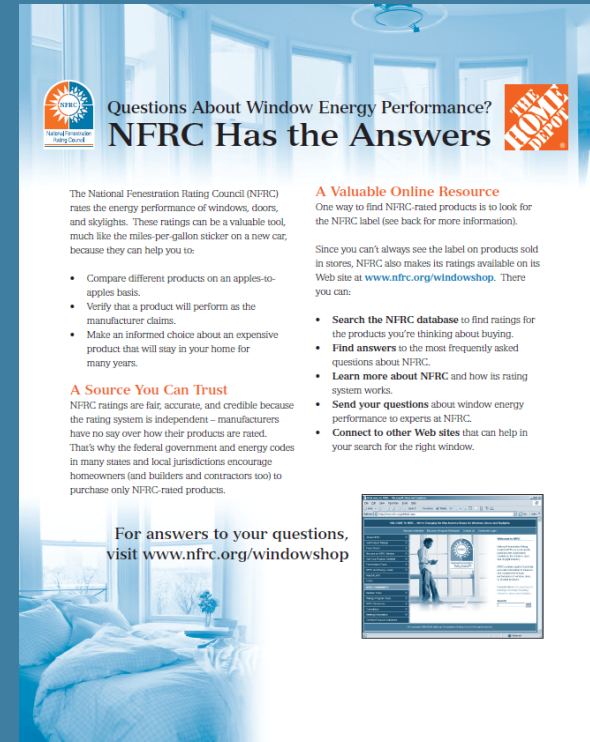
- Average open rate – 32%
- Average click-thru rate – 14.6%
- Unsubscribe – 19 readers



# Rebirth of the Retailer Program

Currently pursuing:

- 84 Lumber
- Home Depot
- Menards
- National Home Centers
- Parr
- Probuild
- Sutherlands



**Questions About Window Energy Performance? NFRC Has the Answers**

The National Fenestration Rating Council (NFRC) rates the energy performance of windows, doors, and skylights. These ratings can be a valuable tool, much like the miles-per-gallon sticker on a new car, because they can help you to:

- Compare different products on an apples-to-apples basis.
- Verify that a product will perform as the manufacturer claims.
- Make an informed choice about an expensive product that will stay in your home for many years.

**A Source You Can Trust**

NFRC ratings are fair, accurate, and credible because the rating system is independent – manufacturers have no say over how their products are rated. That's why the federal government and energy codes in many states and local jurisdictions encourage homeowners (and builders and contractors too) to purchase only NFRC-rated products.

**A Valuable Online Resource**

One way to find NFRC-rated products is to look for the NFRC label (see back for more information). Since you can't always see the label on products sold in stores, NFRC also makes its ratings available on its Web site at [www.nfrc.org/windowshop](http://www.nfrc.org/windowshop). There you can:

- Search the NFRC database to find ratings for the products you're thinking about buying.
- Find answers to the most frequently asked questions about NFRC.
- Learn more about NFRC and how its rating system works.
- Send your questions about window energy performance to experts at NFRC.
- Connect to other Web sites that can help in your search for the right window.

For answers to your questions, visit [www.nfrc.org/windowshop](http://www.nfrc.org/windowshop)

# Your Communications Team

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Thank You!!!

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