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### How Much Can New Windows Really Save You?

*Sun belt and frost belt homeowners find a way to save nearly half their home energy bills by turning to green technology.*

Homeowners are dreading another season of sky-high winter heating or blistering summer air conditioning bills. Even if further price hikes don't occur, hardly a likely scenario, homeowners are realizing that typical weather stripping and insulation may not be enough to curb soaring energy costs -- not when the windows themselves are bleeding precious winter heat, summer cooling, and hard-earned dollars.

The government Energy Star website, which promotes energy efficiency among U.S. consumers and businesses, acknowledges the need for better alternatives. "All energy efficient windows have at least two panes, but not all double-paned windows are energy efficient," states the website. "Twenty years ago, double-paned meant energy efficient; today, advanced technologies have enabled the development of windows that are much more efficient than traditional clear-glass double-paned windows."

While it's a no-brainer to upgrade windows if you're replacing them for maintenance or aesthetic reasons anyways, more homeowners are switching from traditional single and double-paned windows to state-of-the-art, triple-paned units for comfort, cost and energy savings up to 50% per year.

#### *No longer like living on the tundra*

Against winters as cold as -15° F, John and Milly Simon's whole-house, gas heater and fireplace could make little headway. The family layered themselves in sweaters and blankets indoors, bracing themselves against the bone-chilling cold they felt coming through the double-paned windows in their 2,700-sq.-foot Grosspoint Park, Michigan home.

"The cold penetrated even when we had our thermal drapes drawn, with the heater and fireplace going full blast," says John Simon. "We knew we'd always be cold during winter, even though the heating bill was going through the roof." The final straw was when ice crystals formed on the windows -- inside the house. "It was like living on the tundra at home," says Simon. "We realized the cold transferred right through the double-paned windows, and we had to do something about it."

Simon went on a mission to bring comfort and manageable fuel bills to his family. He checked all the window companies in his area. He visited showrooms and other people's homes. He tested the thermal protection of energy-efficient, double-paned windows, but none fully satisfied him.

"Most windows can keep out drafts, but that doesn't mean they're efficient in keeping out winter cold or locking in heat," says Simon, who checked out as many actual installations as he could, feeling the panes for heat or cold transfer first-hand. "Even the most energy-efficient, double-paned windows let cold penetrate or heat escape."

One window technology called Bristol Windows piqued his interest. The triple-paned design with high-tech thermal spacers between each pane of glass helped prevent both cold and heat from radiating either inside or outside.

Where competitors, double-paned windows typically put a common inert gas, argon, between the panes, the triple-paned replacement windows, offered by Saltsburg, Pennsylvania-based Winchester Industries, provides two air spaces filled with their own proprietary mix of gases as a dual thermal insulator. Like a thermal shield, the double layer of thick gases does a much better job of slowing the transfer of cold in or heat out -- thus halting the flow of heating and cooling dollars out the windows.

The Simons had the windows professionally installed in their home, and there's been no need for layered clothing indoors since. "Because the triple-paned windows are so thermally efficient, there's no need to fiddle with the thermostat in winter or summer," says Simon. "Once I set the thermostat at a comfortable temperature, I don't have to touch it all year long. You can't say that about other windows."

Since replacing the double-paned windows, according to Simon, the triple-paned windows have cut his family's heating and cooling bills in half. "With the Bristol Windows, we save over \$2,500 a year in heating and cooling costs and are protected from spikes in energy cost. Best of all, we're comfortable and can finally enjoy our home year-round."

#### *Not sweating summer heat anymore*

During Saundra King's first summer in her Mesa, Arizona home it got up to 120° F outside. She found no refuge from the heat inside her two-story 3,000-sq.-foot home overlooking a golf course. Inside she had the air conditioning cranked all the way up, a ceiling fan going full blast, and two giant floor fans placed on either side of a picture window in her home office. "The fans were so noisy I couldn't hear the phone," says King. "Standing in front of a window, I'd break out in a sweat or burn my feet on the hardwood floor."

A thermal reading of the single-paned, aluminum windows in her home read 115° F, while the home's interior topped 90° F. At a contractor's recommendation, she installed energy-efficient, double-paned windows in a new addition to her home, but was sorely disappointed at the amount of heat they still let through.

King took action, asking eight window companies to visit her home. She carefully compared their offerings and paid particular attention to the heat lamp demonstrations, which were designed to show how their windows would repel heat. While the energy-efficient, double-paned windows reduced heat transmission better than single-paned windows, each allowed a significant amount of heat to pass. None, she felt, would cut heat from the summer sun to a comfortable level. When King investigated the triple-paned windows, however, she immediately noticed a difference. "Under a heat lamp so hot it felt like lava, the Bristol Windows passed absolutely no heat," she says.

Besides the triple-paned windows' high-tech spacer system and insulating mixed gases between each pane, King credits the windows' multiple low-E layers on two panes; these reflect more heat than the single low-E layer on energy-efficient, double-paned windows. The triple-paned windows' multiple, soft-coat low-E layers not only provide better heat reflective performance than the single hard-coat, low-E layer of typical double-paned windows, but also greatly reduces harmful ultraviolet rays.

King decided to replace her single-paned windows with triple-paned ones, and relates the moment her hot house became a home for her. "The day they came to install my new windows, I was sweating in my home office as usual," says King. "When they removed the picture window, the heat was so intense I thought I'd die. But the instant they lifted these windows into place, the heat disappeared. I nearly got whiplash turning my head around, trying to figure out what happened to the heat."

King estimates saving at least \$3,000 a year in cooling and heating costs since installing the Bristol Windows. She's so happy with the triple-paned windows that she's planning to replace her year-old, double-paned windows with them. "The first day the triple-paned windows blocked the heat and made me comfortable, that was it -- I got my ROI," says King. "I'm more productive and like being home now."

#### *Battling extremes and dependence on foreign oil*

Debra Daggett's family had battled weather extremes in their 2,000 sq.-foot, Lakewood, Colorado home for too long. With winter

### Houseful of FREE Windows Sweepstakes

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# Winchester Industries

*Manufacturer of the Ultimate Bristol Replacement Windows and Doors*

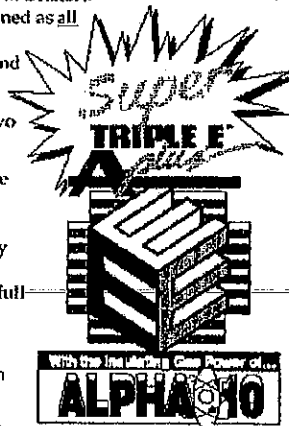
## 47% Energy Savings Pledge

This pledges a savings of at least 47% of energy consumption for heating and cooling the residence at the address shown hereon during the 12 month period beginning with the the first full month after completed installation of Bristol units. In the event energy savings are less than 47% of the previous 12 months' energy consumption, the homeowner should notify Winchester Industries who will provide the homeowner with the necessary forms to file for benefits under this Pledge. If energy savings are less than 47% of the previous 12 months' energy consumption, the homeowner will be reimbursed the difference between actual savings and 47% of energy cost for the previous 12 months.

Notwithstanding anything herein to the contrary, it is hereby agreed and understood that this Pledge only be effective if the homeowner, located at the address shown hereon, has purchased a complete installation of Bristol Triple-E, A-Plus with ALPHA-10 insulated replacement windows, and is effective for a one year period after installation.

### THIS PLEDGE IS BASED ON ENERGY(FUEL) CONSUMPTION, NOT COST. IT IS SUBJECT TO THE FOLLOWING PROVISIONS:

- 1) This factory pledge covers only Bristol SUPER Triple-E, A-Plus with Alpha-10 insulating glass replacement windows.
- 2) A complete, full-house, installation of Bristol's SUPER Triple-E with Alpha-10 is defined as all windows, not less than eight, on this residence excluding basement, attic and porch.
- 3) This pledge covers only single and two family dwellings.
- 4) Maximum payment under this Pledge shall be \$500.00 and is strictly for the time period indicated on the reverse side. Reimbursements, if any, can only be issued to a homeowner that has resided at the specified address for a full 12 month period before and after the completed installation date.
- 5) Homeowners must properly maintain heating and cooling system.
- 6) Appropriate allowances for abnormal weather conditions may be made in adjusting a claim.
- 7) Claims under this Pledge must be submitted in writing with supporting evidence to Winchester Industries within 30 days after expiration of this Pledge. Also forward a copy to the Bristol Distributor where purchased.
- 8) Proper allowance shall be made for cost of operation, taxes and service fees, of any utilities included in the fuel bill in adjusting a claim.
- 9) Claim adjustments, if any, will be issued from Winchester Industries within 90 days after all information has been verified and found to be accurate.
- 10) The homeowner referred to on the reverse side as the purchaser of Bristol units must have resided at the specified residence address for a full one year period preceding the installation.
- 11) Apparent changes such as room additions, i.e., sunrooms, heated garages, etc., to the said residence during the 12 month period of the claim shall make such claims invalid.
- 12) Homes moved from one utility service to another shall make this claim null and void.
- 13) Reimbursement at rates prevailing at time of window purchase. Comparison will be based on units of energy used rather than actual dollars to compensate for inflationary increases from one year to the next.
- 14) Complete utility bills for the 24 months in question or a summary form from the authorized utility must be submitted to claim a refund.



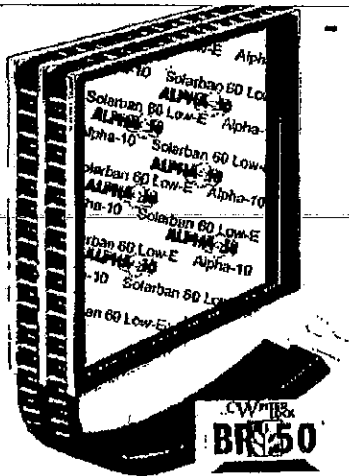
Claims must be submitted in writing along with proof of purchase and utility bills and addressed to:

Energy Savings Dept. • Winchester Industries • P.O. Box 160, Saltsburg, PA 15681



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# Energy Savings up to 47%



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Average Monthly Energy Cost	10 Years with no Increase in Energy Costs	Annually			Reflected Savings Using 10% Energy Cost Increase			
		10 Years with 5% Increase per year	10 Years with 10% Increase per year	10 Years with 15% Increase per year	15% Savings	25% Savings	40% Savings	47% Savings
		\$100	\$12,000	\$15,093	\$19,125	\$24,364	\$2,869	\$4,781
\$125	\$15,000	\$18,867	\$23,906	\$30,456	\$3,586	\$5,977	\$9,562	\$11,236
\$150	\$18,000	\$22,640	\$28,687	\$36,547	\$4,303	\$7,172	\$11,475	\$13,483
\$175	\$21,000	\$26,414	\$33,468	\$42,638	\$5,020	\$8,367	\$13,987	\$15,734
\$200	\$24,000	\$30,187	\$38,250	\$48,729	\$5,737	\$9,562	\$15,300	\$17,977
\$225	\$27,000	\$33,960	\$43,031	\$54,820	\$6,455	\$10,758	\$17,212	\$20,225
\$250	\$30,000	\$37,734	\$47,812	\$60,911	\$7,172	\$11,953	\$19,125	\$22,472
\$275	\$33,000	\$41,507	\$52,594	\$67,002	\$7,889	\$13,148	\$21,037	\$24,719
\$300	\$36,000	\$45,280	\$57,375	\$73,093	\$8,606	\$14,344	\$22,950	\$26,966
\$325	\$39,000	\$49,054	\$62,156	\$79,185	\$9,323	\$15,539	\$24,862	\$29,213
\$350	\$42,000	\$52,827	\$66,937	\$85,276	\$10,041	\$16,734	\$26,775	\$31,460
\$375	\$45,000	\$56,601	\$71,718	\$91,367	\$10,758	\$17,930	\$28,687	\$33,708
\$400	\$48,000	\$60,374	\$76,500	\$97,458	\$11,475	\$19,125	\$30,600	\$35,955



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Energy Savings  
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BR-101 **EPG** Glass Technology SINCE 1983

*"I must tell you I am so elated over the change in my home. I used to think my air conditioning wasn't working properly and I would ask the technician if I needed Freon when he did the regular check ups. He always said it was fine. I sit in front of my windows and do a lot of crafts and saw a change immediately the next day. I have the sun come in from the west and afternoons are the hottest part of the day. I realized my air conditioning was blowing hot air around before that was coming in through the windows. Now my air conditioning is blowing cool air and it reaches across the whole room. I sit in my chair now and can't get over the change. I am so comfortable and this week has been a good test. I even raised my temp to 82° and the whole place is comfortable. I do have a fan on in the living room. Sorry to write such a long letter but I must tell you I also get the full hot sun from west. I used to close my bathroom door in the summer it was like an oven and in the winter it was so cold. I hated to go in to shower. Now I have the door open during the day and night and the temperature is the same as rest of the house. I wish I had done the windows sooner. I have lived here ten years. It is well worth the investment. I am enjoying my small place so much more. The heat outside is not coming in and I know I will be more comfortable this winter. I'm sure I will get more benefit from the heating system. A job well done and your men were fine gentlemen and I will be telling my friends what a difference the windows make."*

Evelyn Rokart, AZ

*"This is a testimonial to the changes in my energy bills since I began replacing my old windows with Bristol windows. Prior to the initial installation in 2001, my energy bills (gas and electricity) were running \$108 per month using the budget system. Since that time, I have been replacing windows at the rate of 2-3 per year. As of November 2003, I was spending \$82 per month for energy. As of this December, I was spending \$71 per month on energy after replacing 8 windows. It definitely has made a difference and I expect the savings to continue as I work toward replacing all my windows."*

Mary Ann Meisner, NE

*"I just wanted to send a note of appreciation to your organization. Everyone involved with the manufacturing process should know that they are doing a great job and that the windows your organization manufactures really do work! I was skeptical about the three-pane system and the projected energy savings that the sales person made. However, after reviewing my consumption of gas and electric one year after the installation, I have to admit that investing in three panes of glass worked for us. We consumed 53.2% less energy after getting the windows."*

*I like the lower energy bills...my wife likes the change in comfort level. Prior to investing in the windows, my wife would complain about how cold it was during the winter months and how hot it was upstairs (mainly in the bedrooms) during the summer months. We have not had that conversation since having your windows installed.*

*What a great investment! Throughout the year I'm saving on average \$160.00 per month. The monthly payment for the windows is less than \$150.00 (I think that's awesome)! I read in an article that new home construction will have to install a three-pane system if the builder wants to promote the home as a "green home." Excellent! Please give this letter to potential clients; the average consumer, unfortunately, doesn't know what I know. Energy bills go down...comfort levels change...it's such a great investment. Everyone should have your windows! More than Satisfied."*

K. Nies, Reston, VA



*"We had Bristol Windows replace 12 of our existing windows in our home 2 years ago. It was a big decision for us because they are not the cheap variety, but we were convinced it was a good investment, we would get what we paid for, and we should do it. We only had 12 done instead of the 17 windows we have, and they said we could do the rest later if we were satisfied, and have time to pay it off. The time is now! We absolutely LOVE these windows. When everyone else was screaming about the heating cost when prices went up, ours stayed the same. This year our heating bill has actually gone down instead of up. They are SOOOO easy to clean, all from the inside, no ladders, we never have to struggle to get old windows open, some didn't open at all before. No more frosted over windows in winter either. Fresh air in the fall and spring is so easy to have. And they worked with us to make it affordable for us. It is definitely one of our best investments, and now we are getting the other 5 windows replaced."*

Jim & Annette Haltan - Fremont, NE