

JELD-WEN®

“The Perfect Fit”

Who is JELD-WEN and why should you listen to us?

JELD-WEN's family of window companies are considered to be one of the top two window manufacturers in North America if not the world in both volume and quality of product. JELD-WEN is Caradco, Donat Flamand, Norco, Pozzi, Summit, United Window, Willmar, Wenco, and other brands. JELD-WEN is also an equal player in the door market, with Alterna, IWP, Doorcraft, ProBilt, Morgan, and Nord. JELD-WEN customers include America's largest home improvement retailers, new construction builders, remodeling contractors, and independent distributors and retailers.

JELD-WEN was an early and eager partner when the ENERGY STAR Window program began in 1998. JELD-WEN immediately supported and began marketing the current proposed ENERGY STAR Window specifications that were approved by DOE in October 2001. JELD-WEN has invested a substantial amount of money revising and developing new marketing materials, educating our people and our customers, on the DOE approved October 2001 ENERGY STAR label. JELD-WEN has also aggressively pursued ENERGY STAR qualifying door labeling. Our marketing installations are throughout our business channels, including three of the larger home improvement retail stores across the country and some of America's leading homebuilders.

JELD-WEN supports the proposed, October 2001 standards. It is the best solution for existing window technology, it stays current with energy codes, and our customers (including home improvement retailers who wear orange and blue aprons) demand. Customers buy on features, not energy models. Windows that reduce air conditioning in the summer and heating in the winter make homes more comfortable year round, features that our customers sell to their customers every day.

ENERGY STAR has been instrumental to the exponential growth in sales of qualifying products because it brought attention to real benefits consumers can relate to. Especially in the home improvement retail market, where there has been tremendous sales from the feature/benefit of low solar heat gain low e products.

Proposal 5 doesn't. It is a giant step backward. It eliminates many of JELD-WEN's metal clad wood window products from participating in a larger part of the country. We will not label product in regions where it doesn't qualify. By removing an adequate solar heat gain standard, ENERGY STAR goes from a label with meaning for consumers to a commodity label, removing any market relevance for JELD-WEN companies to utilize.

JELD-WEN volunteered when the ENERGY STAR program began in 1998, investing tremendous financial and product development resources to make the energy star window program relevant in today's market. JELD-WEN is a large part of the reason, to quote a

Pilkington executive, that “the ENERGY STAR Window Program is the driving force in the market today.” (Please note that Pilkington only became a partner in January 2002.)

In conclusion, the real loser will be the ENERGY STAR program. JELD-WEN will continue to build and sell energy efficient windows that will exceed Proposal 5’s standards. We will continue to educate our customers on the benefits of energy efficient window technology. Our customers will continue to demand the best energy efficient products we sell, and in turn will sell their customers on those benefits. And we will be successful.

There will be little need for the ENERGY STAR label.