

Top 10 Green Building Products 2009

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Serious Windows

Who makes it: Serious Materials

Web site: www.seriouswindows.com

Where it's made: Boulder, Colo.; Vandergrift, Penn.; Chicago

Can contribute to LEED-NC credits: Energy and Atmosphere p2, c1, c2; Environmental Quality c1, c6.2, c8.1, c8.2

Serious Windows made the Top 10 list because they have the potential to turn windows into a mechanical system, our judges say. They are so efficient they might allow for the elimination of a building's heating system, allowing waste heat from building appliances to serve as the main heat source in some applications, says one judge who is researching their use as a replacement for a heating system on a student housing project. By "tunneling through the cost barrier, one expensive product eliminates another [and] money is saved," he says.

Serious Windows have a full-frame R value of at least five and can reach as high as 11, which can cut a building's energy bills by as much as 50 percent each month, says Valerie Jenkins, the company's director of marketing and communications.

There are nine different components in its framing system, including "sustainable foam" to

reduce convection and energy transfer without adding weight, and the use of "suspended film" to add insulation without the weight of another pane.

With 38 percent of building emissions coming from heating and cooling needs, according to Serious Materials, efficient windows are clearly a cost-saver.

With such performance and engineering, one might think Serious Windows was a slam dunk for our judges. But one judge expressed concern over the windows' use of vinyl and fiberglass, which have air pollution and lifecycle issues.

Jenkins points to vinyl's large share of the market, making it a requirement to staying competitive in the window industry. As for fiberglass, it takes less energy to produce and can last as long as 100 years, making it a green building product that is preferable even to wood, she says.

Selection into the Top 10 list is a tremendous honor. As we continue to spread the word, not only about our products, but energy efficiency in general, *Sustainable Industries* provides a great platform to inform consumers and industry professionals about innovations and advancements that tackle the largest energy culprit: buildings.

—Kevin Surace, President and CEO,
Serious Materials

Serious Windows
SAVES MORE ENERGY THAN ANY OTHER WINDOW. PERIOD.