

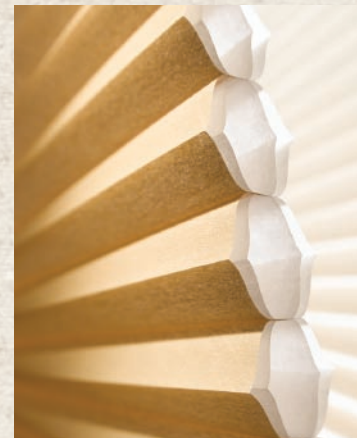
**We Make Green Beautiful.**  
Stylish Solutions for Saving Energy at the Window



**HunterDouglas**



WE ARE  
**Hunter  
Green**<sup>TM</sup>



*Hunter Douglas is the worldwide leader in creating innovative, energy-efficient window fashions that save valuable energy resources and reduce greenhouse gas emissions. As our products serve this larger purpose, they also make home interiors brighter, more beautiful, more private and more comfortable.*

*Significant energy efficiency improvements at the window began with our invention of Duette<sup>®</sup> honeycomb shades back in 1985. Air contained within the honeycomb cells proved to be an effective insulator, keeping heat inside in winter and keeping it out in summer. The huge success of the Duette brand has spawned other energy-saving innovations — including Silhouette<sup>®</sup> window shadings, Vignette<sup>®</sup> Modern Roman Shades, Luminette<sup>®</sup> Privacy Sheers and Pirouette<sup>®</sup> window shadings.*

*Our most recent creation, Duette Architella<sup>®</sup> honeycomb shades, takes energy conservation to a whole new level. The patented honeycomb-within-a-honeycomb design forms three air pockets to dramatically reduce heat flow at the window. **If installed in every window of every American home, these shades have the potential to cut our annual energy consumption by 2½%. That may not sound like much, but it's the equivalent of a 33% increase in fuel mileage for all passenger cars on U.S. roads — which would save about 450 million barrels of oil annually and reduce CO<sub>2</sub> emissions by almost 200 million tons!***

*Also impressive is our corporate commitment to minimizing our own impact on the environment through an aggressive plan to **reduce energy consumption by 15%, water usage by 40% and overall carbon emissions by 20% over a three-year period.***

*On a broader scale, we financially support the Arbor Day Foundation in its efforts to replant trees lost in U.S. fires and to preserve dwindling rain forest lands. Our investment is expected to result in 15,000 new trees and help save over a million square feet of rain forest. Plus, in the social arena, during our 15-year partnership with Habitat for Humanity, we have donated more than 100,000 window coverings to low-income families, while our employees have helped build hundreds of homes.*

*From products to processes to philanthropy, environmental responsibility is a core Hunter Douglas value. For the future of our children and our children's children, we are indeed "Hunter Green."*

# The light is changing.

This has happened to all of us. We're stopped at a traffic light with a long line of cars behind us. Our thoughts wander, our attention drifts. Suddenly a loud honk jolts us back to the moment. We look up to see that the light has changed, and we sheepishly accelerate — quickly, to make up for our delayed response.

Think of future generations honking.

As a society, we've reacted slowly to warning signals about depletion of natural resources, climate change and the quality of life in coming years. Now, clearly, the light is changing to green and it's time for us to get moving.

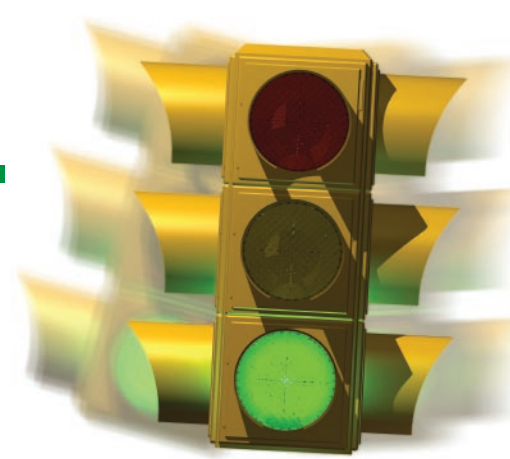
## The Benefits of Window Coverings

You probably know that Hunter Douglas offers the most extensive selection of window fashions on the market, but you may not realize how much our products can impact energy efficiency. Not only do they help protect against UV damage to furnishings and most are GREENGUARD Indoor Air Quality Certified®, Hunter Douglas window fashions also add insulation at the window to reduce heating costs, moderate the sun's heat in summer to reduce cooling costs, and improve the quality of natural daylight to reduce the costs of electrical lighting.



Today, our window fashions are so much more than fashionable. They are tools to save energy resources, valves to control the flow of energy, and important contributors to reducing energy use, utility costs and greenhouse gas emissions. In fact, Hunter Douglas window fashions are one of the easiest ways to “go green.” We encourage you to read the rest of this booklet to learn specifically which of our products are right for your needs.

*Hunter Douglas window fashions can keep your home warmer in winter and cooler in summer, as well as provide precise light control and just the right amount of privacy. Shown here are Duette® Architella® honeycomb shades, our most energy-efficient window covering.*

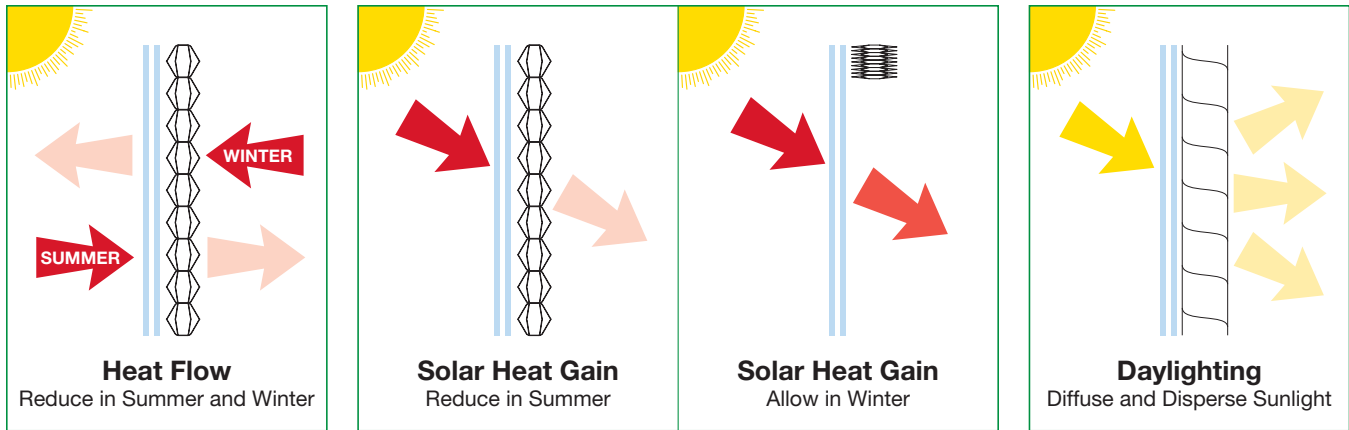


# Windows are energy holes.

Windows were once called “wind holes.” Fortunately, today’s sealed double-pane windows do a good job of preventing unwanted air flow. However, closed windows still offer very little resistance to the flow of heat. Windows are, in fact, “energy holes.” Compared to the well-insulated walls and roofs of modern homes, standard double-pane windows allow 10 to 15 times more heat energy to flow through them. **So, despite the fact that windows make up only about 10% of a home’s insulated shell, up to 50% of the home’s heating and cooling energy pours through them.**

This means that up to half of what is paid for heating and cooling utility bills pours through them, as well. Isn’t it time to stop throwing money out the window?





### Three Ways to Save Energy

Installing Hunter Douglas window fashions in your home can reduce heating, cooling and lighting energy needs in three significant ways:

- Reduce heat flow (heat loss and heat gain) through the windows.
- Control solar heat (heat energy from the sun) by allowing it in winter but reducing it in summer.
- Enhance daylighting (the use of natural light) by diffusing and dispersing sunlight deep into a room.

As you read the following pages, you'll learn which Hunter Douglas products are best for your individual needs, and how the climate in your region of the country impacts your choice of window covering.

### Additional Rewards

When you choose Hunter Douglas for your windows, you're doing more than saving energy resources and money. You're also enhancing the look of your home with remarkable beauty and style at the window. And by installing the most respected and sought-after brand, you're increasing the resale value of your home, as well. Isn't it nice when doing the right thing provides so many rewards?

*Many of our products are exclusive to Hunter Douglas, like the Pirouette® window shadings shown here. Pirouette shadings save energy primarily by controlling solar heat gain and improving daylighting.*



# We make **insulation** beautiful.

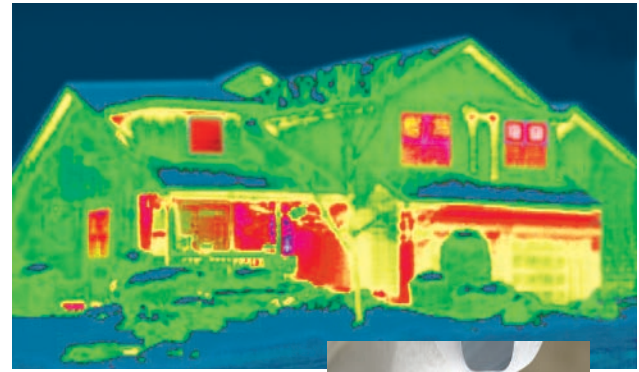
Heat flow through windows is graphically shown in the infrared photo at right, where red areas indicate energy loss. The dramatic color difference between the walls and windows shows the contrast in resistance to heat flow. How do we make the windows more like the walls?

We add insulation. Not with the fiberglass you would find in the walls, of course, but with window coverings — products that also control light and privacy, and add a fashion statement to the room.

## **The Beautiful Architella® Example**

The patented honeycomb-within-a-honeycomb construction of our revolutionary **Duette® Architella fabric forms three air pockets for superior insulation between the window and the room.** Insulation values are especially high with opaque fabrics, which incorporate a metallized mylar inner cell (*right*).

But insulation is only part of the Architella story. Because the inner cell bears the weight of the shade, the outer pleats are always crisp and even. And with four layers of fabric, colors are richer and more radiant. This is beautiful insulation, indeed.

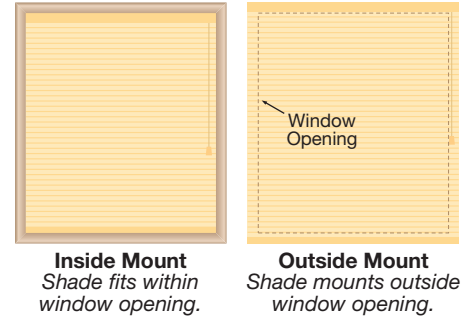


*In the infrared photo (center), the window covered with a Duette Architella shade (right) is shown to allow much less energy loss than the bare, bright red window (left). Which window would you rather have in your home?*

## The Value of R-Values

R-values measure resistance to heat flow. The walls of a contemporary home typically have an R-value of 19, while standard double-pane windows only have an R-value of about 2. Window fashions like Duette® Architella® honeycomb shades can add up to four points to a window's R-value, tripling the energy efficiency of a standard double-pane window and cutting heat loss through it by up to two-thirds. Imagine the impact of this much increased insulation on your utility bills!

If you live in a cold climate with significant heating required for more than half the year, you should select a window covering that adds at least one point of R-value to your window (the more the better). When a product is chosen for its insulating qualities, be sure to specify that it be inside mounted and fully recessed within the window casement. If mounted outside the window opening, cold air between the shade and the glass can too easily flow around the sides and bottom — greatly reducing the effective R-value of the window covering.



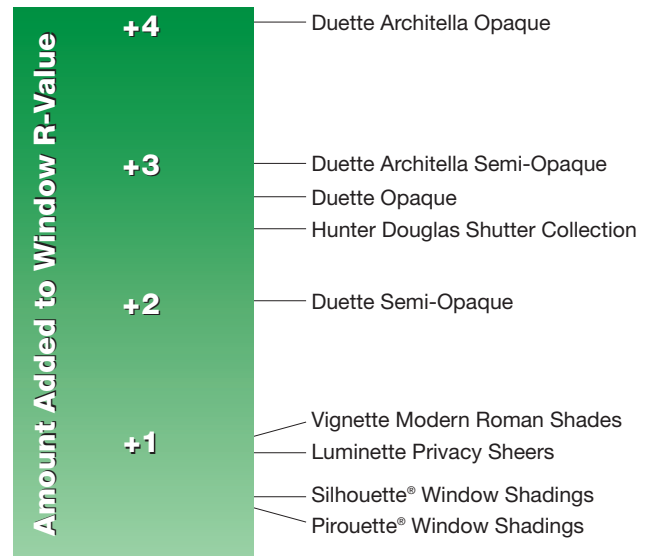
## Other Insulating Product Choices

In addition to honeycomb shades, Hunter Douglas offers other stylish choices that provide beautiful insulation. For example, our distinctive collection of shutter styles add up to 2.5 to the window's R-value, while elegant Vignette® Modern Roman Shades increase the window's R-value by about one point.



*Vignette Modern Roman Shades, shown here with coordinating Luminette® Privacy Sheers, add about one point to the window's R-value. They also effectively control solar heat gain. In addition, translucent fabrics diffuse sunlight to enhance natural lighting.*

## R-Value Insulation Comparison



# We make the sun friendlier.

The earth receives an enormous amount of solar energy. In summer, we don't want that powerful energy entering our homes to become heat — which is why if you live in a hot climate, or anywhere summers are hot, you need a window covering that effectively reduces solar heat gain.

## Solar Heat Gain Coefficient

Solar heat gain is measured by a coefficient from 0 to 1 that tells us what fraction of solar energy hitting the window actually enters the home. Lower numbers are better. Standard double-pane windows have a solar heat gain coefficient (SHGC) of 0.76 — meaning 76% gets into the home. **Add Luminette® Privacy Sheers and the number drops to as low as 0.20; only 20% of the solar energy enters the home to become heat.**

When choosing products with louvers, slats or vanes, opt for white or light colors. In summer, it's important to reflect as much solar energy as possible right back out the window before it becomes heat.

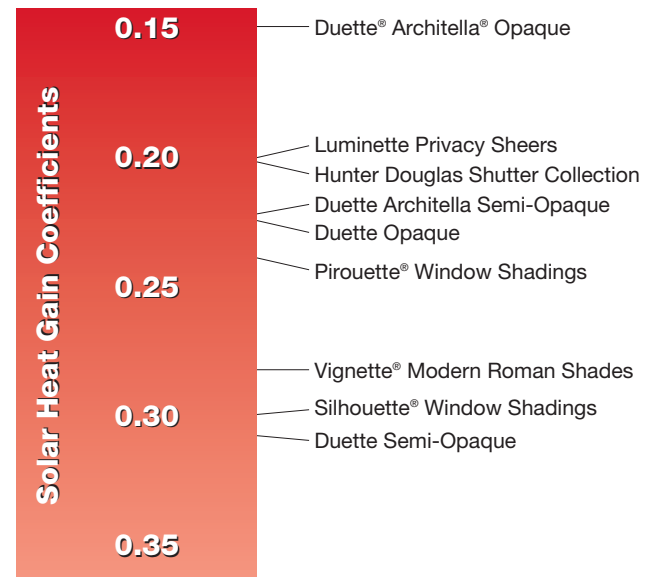
## Solar Heat Bad in Summer, But Good in Winter

In winter, to reduce heating energy consumption, take advantage of as much free heat energy from the sun as you can. This means raising or opening the window covering whenever direct sunlight is shining on the window — in the morning for east windows, in the afternoon for west windows and most of the day for south windows.



*Not only are Luminette sheers exquisitely beautiful, when vanes are closed they offer excellent protection against solar heat gain and UV rays. With the vanes open, the sheer fabric softens and diffuses incoming light, bringing it deeper into a room.*

## Solar Heat Gain Comparison



# We **lighten up** your rooms.

Natural light entering the home is important for both visual comfort and general well-being. Using natural light to illuminate home interiors is called daylighting. With good window design and the right Hunter Douglas window fashions, daylighting could provide most, if not all, daytime light needs — saving significant energy and money.

## **Daylighting and Direct Sunlight**

The biggest problem homeowners face is direct sunlight. It simply creates too much contrast in a room. Dark areas seem darker and sunlit bright areas are harsh and glaring. The goals of daylighting are to even the intensity of incoming light and bring it deeper into the room. The best way to do this is by diffusing the light.

Diffusion is a bending of light, causing it to scatter in multiple directions. As seen in the two rooms at the bottom of the page, **Silhouette® window shadings do an excellent job of diffusing harsh sunlight, evening it out and making it softer — and, as a bonus, they provide excellent UV protection for furnishings.** Silhouette shadings are also widely considered one of the most exceptionally beautiful window fashions in the world.

## **Sheer Beauty**

Pirouette® window shadings and Luminette® Privacy Sheers also offer excellent daylighting benefits, as do Duette® honeycomb shades in light colors and translucent fabric choices. White blinds and shutters can reflect and redirect light to bring it deeper into the room, although there is less diffusion and softening.



*The two layers of fabric in Duette honeycomb shades soften and diffuse light. Their daylighting attributes are enhanced by the Top-Down/Bottom-Up option.*



*In these “before and after” pictures, you can see the striking difference made by the two sheer facings of Silhouette window shadings. The harsh, high-contrast light in the left image has been beautifully softened and diffused, transforming the room.*

# Choosing shades of green.

Insulation, solar heat control and daylighting — the three important energy-efficiency functions performed by Hunter Douglas window fashions. To a degree, all our products serve at least one of these functions. Here's a quick review of the optimal Hunter Douglas “shades of green” for your particular needs.

## A Clear Choice for Insulation



If you live in a climate requiring wintertime heating, insulating your windows is essential to conserve energy and cash. The most energy-efficient product choice is clear: Duette® Architella® honeycomb shades. Opaque fabrics add approximately four points of R-value to windows. Depending on your climate, dressing your windows in Duette Architella shades could save you hundreds of dollars a year!

## Choices for Solar Heat Control



In addition to insulation, Duette Architella shades also provide excellent solar heat gain control. However, if you live in a hot climate where little or no heating is needed, you have other good choices. One of our shadings or sheers with vanes that open and close can control solar heat gain while adding transforming beauty to the room. White shutters work well, too, as do Vignette® Modern Roman Shades.

## Best Choice for Daylighting



Here, too, shadings and sheers are top choices for making the most of natural light. In particular, the two layers of sheer fabric on Silhouette® window shadings provide the best diffusion and softening of harsh sunlight. The single layer of sheer fabric on Pirouette® window shadings and Luminette® Privacy Sheers also enhances daylighting when the vanes are partly or fully open.

## Living Smart

Of course, there's more to facing up to today's energy challenges than choosing the right window fashions. Going green is about making small changes that can have a large impact: Choosing to replace incandescent light bulbs with compact fluorescent models, which use up to 75% less electricity and last up to 10 times longer. Choosing to drive less aggressively, which alone could reduce fuel consumption by about 15%. Choosing to turn off the lights when leaving a room, to turn down the thermostat, to turn off the computer when not in use.

Energy costs dollars — so the more energy we save, the fewer dollars we spend. Plus, by saving money and energy resources, we leave a healthier world to future generations. Living smart is the best choice for everyone.



# WE ARE Hunter Green™

*In this booklet, we've focused on a few of our most innovative energy-efficient designs, yet all our products provide green benefits. The chart below lists peak values for the most energy-efficient products within each of the Hunter Douglas brands. Your Hunter Douglas dealer can help you further narrow your choices to the window covering that's just right for your needs.*

	Total R-Value with R-3.5 Window	Total SHGC with 0.76 Window	Daylighting Performance	Ultraviolet Protection (% UV Blockage)	GREENGUARD® Certified
<b>HUNTER DOUGLAS DESIGN INNOVATIONS</b>					
Dueette® Architella® honeycomb shades	7.86	0.15	Very Good	99	Yes
Dueette honeycomb shades	6.49	0.21	Excellent	99	Yes
Alouette® LightLouvers	4.64	0.26	Very Good	99	Yes
Vignette® Modern Roman Shades	4.53	0.28	Good	99	Yes
Luminette® Privacy Sheers	4.36	0.20	Excellent	99	Yes
Silhouette® window shadings	4.02	0.30	Superior	99	Yes
Pirouette® window shadings	3.95	0.24	Excellent	99	Yes
Skyline™ Gliding Window Panels	3.88	0.17	Good	99	Select Styles
<b>BLINDS</b>					
Country Woods® wood blinds	3.94	0.29	Very Good	99	Yes
Chalet Woods® wood blinds	3.94	0.30	Very Good	99	Yes
EverWood® Collection alternative wood blinds	3.94	0.29	Very Good	99	Yes
Hunter Douglas Custom Vertical Blinds	3.94	0.19	Very Good	99	Yes
Modern Precious Metals® aluminum blinds	3.87	0.32	Very Good	99	Yes
<b>SHADES</b>					
Provenance® woven wood shades	4.82	0.24	Good	99	Yes
Brilliance® pleated shades	4.68	0.17	Very Good	99	Yes
Designer Roller Shades	4.52	0.17	Good	99	Yes
Designer Screen Shades	4.25	0.35	Excellent	96	Select Styles
<b>SHUTTERS</b>					
NewStyle® hybrid shutters	6.01	NA	Very Good	99	Yes
Palm Beach™ polysatin shutters	5.68	0.21	Very Good	99	Yes
Heritage® hardwood shutters	4.91	0.18	Very Good	99	Yes

#### NOTES:

- All values shown are the best values within each product line.
- R-values represent the total of a product's R-value and the R-3.5 value of a low-e double-glazed window. With R-values, higher numbers are better.
- Solar heat gain coefficients (SHGC) represent the combined total of the product and a standard double-glazed window, which has an SHGC of 0.76. With solar heat gain coefficients, lower numbers are better.
- All measurements of R-value, SHGC and UV protection were made with the product in the fully lowered position with vanes, slats or louvers fully closed.
- Measurements may vary based on window type and method of shade mounting. For insulation and solar heat control, fully recessed inside mounting is best.

*~ The ~*  
**HUNTER DOUGLAS  
ADVANTAGE**

Hunter Douglas offers the largest and most diverse collection of innovative, stylish and energy-efficient window fashions.

.....  
Hunter Douglas branded window fashions are designed and custom-assembled in the U.S.A. and Canada, and are backed by an exclusive Lifetime Guarantee.

.....  
Hunter Douglas continues to be a leader in developing advanced window fashion operating systems for enhanced child safety and ease of use.

.....  
Hunter Douglas products are available nationwide at professionally trained and certified dealers and designers.

.....  
For the very highest quality, insist on Hunter Douglas.

# HunterDouglas

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