

Selling Efficiency

Glass Industry Promotes Daylighting at Greenbuild 2009

By Lisa Naugle

Glass made a splash at Greenbuild 2009, the U.S. Green Building Council's annual event that took place in Phoenix in November. An estimated 25,000 attendees flocked to the Phoenix Convention Center for seminars, green building tours—and to learn about sustainable products from more than 1,000 exhibiting companies. Exhibitors in the glass industry welcomed the chance to show how “green” and energy-efficient their products are to the architects, building owners, installers, glazing contractors, engineers and other professionals at an event that many had been anticipating all year.

Booth Education

At a time when many other trade shows have seen fewer booths, “green” has evidently remained a strong selling point.

“There are so many more exhibitors than last year; it’s hard to tell if there is the same number of attendees as before,” commented Deedee Paster, marketing manager for Technoform. According to Paster, “Some other trade shows seemed more poorly attended this year. It doesn’t seem like a recession is going on with the number of people I’m seeing at this show.”

The second-time exhibitor promoted the efficiency of its spacer products. “Our goal at this show is to talk to architects about using



Sustainability was a focus for exhibitors and attendees alike at this year's Greenbuild in Phoenix.



More than 1,000 companies, many of them glass-related, exhibited at Greenbuild in November.

our TGI® spacer and Bautec structural insulating struts to help them achieve their efficiency requirements,” Paster said.

Edgetech exhibited at Greenbuild for the first time and, according to product manager Joe Erb, “The big thing here is sustainability.” On the commercial side, the company promoted the energy saving features of its TriSeal™ product. “Architects want to know the reality of these products and if they really save energy. We’ve shown them several case studies for durability, including the Royal Alexandria Hospital and Concordia University, both in Edmonton, Canada, as well as others,” Erb said.

Edgetech also promoted the architectural arm of Edgetech University, highlighting the performance of its products and how it helps with savings. Erb noted that the company has heard comments that its spacer systems are great for residential, but not good for wind loads. Not true, said Erb. In fact, the company demonstrated how Super Spacer® maintains its structural integrity with increased wind loads at its booth. The spacer acts as a shock absorber and provides the benefits of warm edge.

At the EFCO booth, the company promoted EFCO University, a program the company has made available to its sales representatives for years but now is offering online to customers. It discusses LEED accreditation and uses for its unitized products.

“We’ve made several new contacts and saw many past customers,” said Eric Enloe, product manager for windows, sliding and terrace doors. “We’re very pleased with the interest at this show.”

Quality Powder Coating out of Carrollton, Texas, exhibited for the first time in an effort to present architects with new options in coatings.

“Traffic at the show is decent, but we are in a battle with the architects,” said Charlie Patterson, sales manager. “They are afraid to go to something new, where a different product will last longer than wood.”

Efficient Glasses

Bob Price of J.E. Berkowitz said his company enjoyed a high level of interest by visitors to its booth. Architects were interested in the fabricator’s SGX, a recently released sample box for decorative glass.

“These products show innovation to incorporate more energy efficiency glass in their buildings,” Price said.

Pilkington debuted two new products at Greenbuild. Previously, the company’s Solar-E™ product was available only in clear; now it comes in Arctic Blue and Evergreen Grey. The



Viracon was one of several companies providing tools architects could use to help them make the best “green” decision for their project.

Selling Efficiency

Continued

company also showcased its gold glass, which has been primarily for the overseas markets.

"A lot of architects and construction companies are interested in low-E products," commented Sharon Urban, marketing specialist for Pilkington, "because of their SHCG, U-values and daylighting transmission. Design companies have shown a lot of interest in our textured glass here, too." The company also had on display its Spacia vacuum glazing, a retrofit product used in historical buildings that will not compromise the historical value of the building.

PPG's booth featured its solar control product, informing attendees that low-E is available on all of the different tints. "We're showing two new blue glass products here: Pacifica and Solarblue. Our energy message is well received by this audience," said Mike Rupert.

Also available at the glass manufacturer's booth was a white paper entitled, "A Comparison of Energy, Economic and Environmental Benefits of Transparent Low-E Glasses," a reference tool that can be downloaded from the company website.

Tools You Can Use

In fact, educational tools and reference papers seemed quite popular at this event.

Paul LaBerge, green building strategy manager for Viracon, provided some background on that company's new energy online tool. Launched in June, the tool was created to provide accurate information for architects so they can make decisions for energy usage. Viracon is the first to create a customized version for its own products, rather than generic glass types. The whole system is based on clear monolithic or IGUs and shows comparisons of different glass. The purpose, LaBerge explained, is to provide good data that can be trusted to use in whole building simulation. This tool was designed to be used before plugging a specific product into BIM.

In response to a question regarding certain groups' push to decrease the use of glass in commercial buildings to achieve better energy conservation, Paul responded, "It's not over-glazed, it's under-designed."

Kawneer Co. Inc. also worked to educate visitors with its 2009 LEED Planning Tool. Developed using the USGBC's 2009 LEED Reference Guide for Green Building Design and Construction, Kawneer's LEED Planning Tool was designed to provide architects with the most current information and product recommendations.

In addition to the planning tool and its new AA®3200 ISOWEB® Sliding Door, Kawneer was showcasing the booth itself—the company's exhibit was constructed using sustainable materials. In addition to utilizing aluminum, one of the earth's most plentiful recyclables, it also included sea-grass carpet, bamboo cabinets and energy-efficient lighting. The advanced façade display also included a brand new Pow-

erCanopy that incorporated a unique unitized glazing system and a high-performance photovoltaic laminate infill.

New Kinds of Efficiency

RavenBrick LLC and Amerimax teamed up at the show to offer a sneak peek of a product the companies will begin producing in March. Amerimax produces a window that will incorporate RavenBrick's thermochromic film, which shades as hot air hits it but decreases in solar heat gain.

"This technology decreases cost because it is not reliant on human action. It operates by itself with no special installation," claimed Wil McCarthy, president of RavenBrick.

According to McCarthy, the technology originally was developed for wall applications but grew into the commercial and residential window market. Clarifying the benefits of the window system, McCarthy added, "It is not geared for improving insulation properties, it was designed for window dealers and consumers for SHGC. It is compatible with any type of window system."

McCarthy said that the response at the show was very positive, with "five or six individuals saying it's the best thing they've seen at the show."

While it might not change with the sunlight, 3M featured its new ceramic series of window film as an alternative for solar control.

"This product allows for low reflectivity, high clarity and outstanding heat reduction," said Loren Bregel, marketing manager of Energy Conservation for 3M.

For Advanced Glazings Ltd., it was all about what's inside. The company launched a new line of Solera® daylighting insulating glass units, now available with Nanogel®, a translucent form of silica aerogel. Nanogel, made by the Cabot Corp., comprises 95 percent air and is a light and highly insulating solid material. To put it into perspective, the standard line of products provides an R-value range from R2 through R5, but with the introduction of Nanogel into the honeycomb cells the insulation value of the glass panel is increased up to a center of glass R17. This is near to the value of an insulated solid wall yet it still admits full spectrum natural daylight into a building.

"A key benefit is that there is no aesthetic break in the use of the product in a façade," commented a company representative.

Increasing Daylighting One Window at a Time

A number of more traditional window products were on display as well, and exhibitors were abuzz in explaining to their audience the benefits of daylighting.

Traco displayed its two latest products, the terrace door and tilt and turn window system featuring NexGen™.

"These products combine the structural integrity of aluminum into the energy-efficiency of the window system," ex-



Green took many forms at this event, from spacers to film to frames and more.



plained Joshua Early, product manager. “People love the operation and energy efficiency of the tilt and turn, as well as the larger size for daylighting. It provides good thermal efficiency. People are very interested in being educated on how our products contribute to energy performance.”

Kolke & Kolbe highlighted its Windquest vinyl products, which are available in a variety of window configurations. As a triple-glazed unit, they are an R5 product, achieving a U-value of 0.19 and a shading coefficient of 0.23 with a low-E coating on surfaces two and five. “This window is an impact-certified product,” said Cary Bell. “At this show, an impact-certified product with these wind pressures are benefits architects love.”

Bell added, “Impact windows give a sense of security, particularly important for first floor use.”

Wausau Windows’ Steve Fronck discussed his company’s historical innovations. “Institutional work is at the forefront now,” he said. “The key is maintaining the appearance of an architecturally significant building. Wausau has the strategies and products available to do that. We can help achieve LEED for existing buildings and provide what your contractors for historical renovation.”

Fronck stressed, “Access to occupied spaces is a key component. These buildings are currently occupied so there are special considerations for window replacements. We focus on security, buildings’ contents and orderly disposal of materials after the installations are complete.”

Ken Werbowy, president of Tubelite, discussed the introduction of the company’s 300 ES thermally enhanced screw spline curtainwall system at the show. He also pointed out its “EcoLuminum” products, meaning that 100-percent of the company’s products are now made from recycled aluminum.

“It takes about 10 percent of the energy to make a recycled versus primary billet, a point that sometimes gets lost in the equation. Using our products is far greater toward being environmentally responsible for this reason than earning the LEED points; however, you still do earn the points,” Werbowy said.

This move has forced a change in the refinishing of the products to acid-etch, which, Werbowy said, is provided by Linetec. “Without the acid-etch, the consistency was almost impossible to maintain on the recycled product,” he explained.

Greenbuild marked the first introduction of this product. “We’ve seen a lot of interest at this show,” Werbowy commented, adding, “and, on another positive note, LEED jobs are not secondary anymore. We are seeing more opportunity for better lead times.”

Tremco’s booth featured all of its solutions for commercial buildings, including the Proglaze engineered transition assembly (ETA). According to Kathy Pokorny, director of marketing communications, “You can have the best products in the world, but you need to know how to put it together. Air and moisture problems occur at transitions and connections: roof to wall; wall to window; etc. They must be put together properly since billions of dollars are spent each year in claims arising from these issues.”

She said that hospitals are showing the most interest in the product because they are typically 50- to 100-year-old buildings where air quality is critical.

Next year’s Greenbuild is scheduled to be held at the McCormick Place West Building in Chicago November 17-19, 2010. ■

the author



Lisa Naugle is the associate publisher of USGlass.