



CONSORTIUM for BUILDING ENERGY INNOVATION

Shading, Films and Window Attachments (SFWA) *Market Report*

March 13, 2016



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CBEI Overview



Vision:

By 2030, deep energy retrofits that reduce energy use by 50% in existing SMSCB, which are less than 250,000 sq ft

Mission:

Develop, demonstrate and deploy technology systems and market pathways that permit early progress (20-30% energy use reductions) in Small and Medium Sized Commercial Buildings



Our Goals:

- Enable deep energy retrofits in small to medium sized commercial buildings
- Demonstrate energy efficient systems tailored for SMSCBs in occupied buildings – living labs
- Develop effective market pathways for energy efficiency with utilities and other commercial stakeholders: brokers, finance, service providers.
- Provide analytical tools to link state and local policies with utility efficiency programs

CBEI Partners



Bayer MaterialScience



United Technologies Research Center

Industry



Economic Development Organizations



RUTGERS

Universities



Project Overview

- **Objective**
 - Provide a market analysis report and make recommendations for improving uptake on these technologies in the small- and medium-sized commercial building market
- **Metrics**
 - Description of market perspectives (barriers and opportunities) from a minimum of building owners, designers, shading and window attachment manufacturers/distributors, and incentive programs **KM(1)**
 - Three potential strategies identified as a role of DOE in supporting deployment in the market
- **Final Deliverable**
 - Market assessment data and analysis for shading and window attachments including recommendations for overcoming market barriers



Slide 4

KM(1)

Removed punctuation to maintain consistency throughout

Kanojia, Monica (CONTR), 6/6/2016

Project Overview

Approach

1 Refine Project Scope	2 Interview Stakeholders	3 Summarize Results & Recommendations
<ul style="list-style-type: none">• Identify shading, film and window attachments (SFWA) relevant to small- and medium-sized commercial buildings• Conduct preliminary cost/benefit analysis for market sector• Identify list of stakeholders to interview	<ul style="list-style-type: none">• Conduct stakeholder interviews• Assess overall market trends• Develop summary of value chain and major market players	<ul style="list-style-type: none">• Synthesize interviews to provide conclusions for the market and by stakeholder type• Develop recommendations for potential DOE activities to increase market uptake



Market Overview

SFWA Industry Trends*

- **Overall SFWA market anticipated to grow with improved economy and greater interest in sustainable and energy efficient building products, or “green” products**
 - Consumption of blinds and shades fell during the economic downturn by an average of 9.5% per year from 2007 – 2010. In 2013, the consumption of blinds and shades increased by 6.8% and 12.5%, respectively, which can be primarily attributed to residential development and remodeling
 - Automated window coverings are becoming more prevalent:
 - In 2014, just over 7% of all movable window coverings were automated
 - By 2019, approximately 10% of all movable window coverings are expected to be automated, the most popular include vertical blinds, and interior and exterior roller shades and shutters
 - Green products and associated increasing interest by consumers is becoming an important trend in the industry and will continue to drive future energy efficiency efforts
- **Films**
 - Despite adoption challenges, energy security and regulatory drivers will propel the market from today’s \$450 million to \$863 million by 2018
 - Compared to competing technologies like switchable glazings, aerogel glazings, and daylighting skylights, after-market solar control films offer a low-cost, short-payback-period technology that can address the much larger retrofit market
 - Emerging technologies like waterborne coatings of ceramic oxides will open up the possibility of using polyolefin in this application, having previously been limited to polyesters, polycarbonates, and fluoropolymers

Sources:

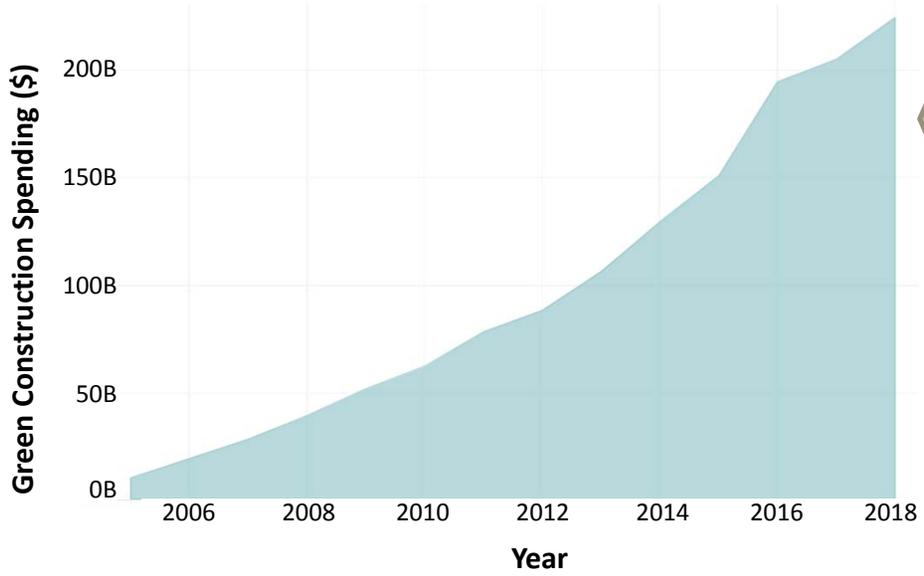
- “State of the Industry Blinds and Shades in the US,” Sundale Research, February 2015.
Note: The report has little differentiation of commercial and residential markets
- https://portal.luxresearchinc.com/research/report_excerpt/17183



Market Overview

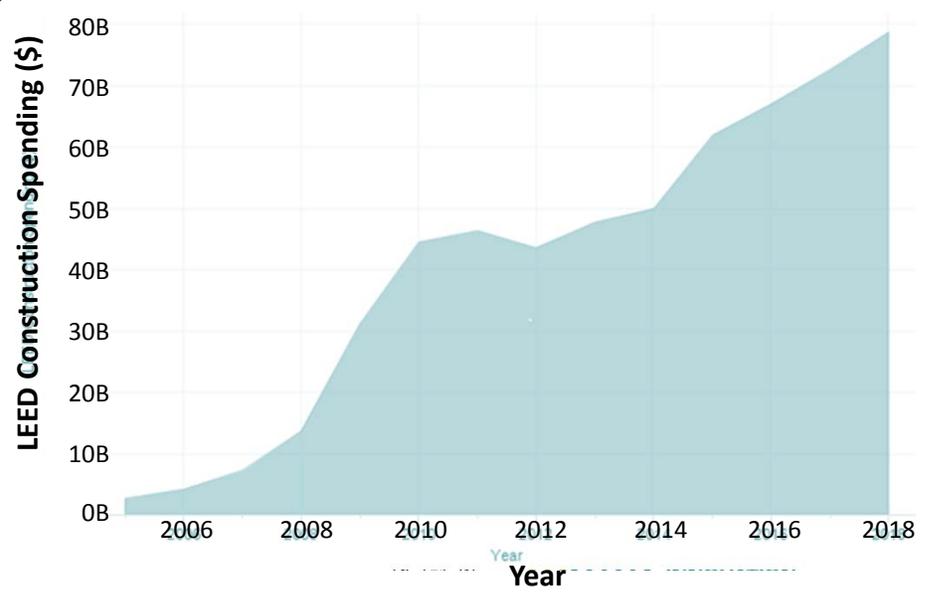
Green Construction Industry Trends*

NATIONAL GREEN CONSTRUCTION SPENDING (\$)



Green construction spending forecasted to grow 15.1% year over year to \$224 billion in 2018

NATIONAL LEED CONSTRUCTION SPENDING (\$)



LEED construction spending forecasted to grow 12.3% year over year to \$78.6 billion in 2018

Source: "Green Building Economic Impact Study," U.S. Green Building Council and Booz Allen Hamilton, September 2015



Market Overview

Select SFWA Product Types and Installed Cost

Application	Technology Type	Cost per sq. ft. window area ¹	Cost per window ²
Exterior	Roller Shade	\$3	\$33
	Solar Screens (fixed panel)	\$4	\$45
	Motorized Louvered Shade	\$30	\$375
	Motorized Louvered/ Hinged Shutters	\$30	\$375
	Motorized Solar Screen/ Roller Shade	\$40	\$500
Interior	Louvered Shutter (“Venetian” Blind)	\$3	\$31
	Roller Shade	\$4	\$55
	Applied Film (standard solar control)	\$6	\$80
	Applied Film (advanced or spectrally-selective)	\$10	\$125
	Interior Panels (“storm windows”)	\$12	\$150
	Cellular Shade (quilted)	\$18	\$225
	Cellular Shade (insulated with side tracks)	\$42	\$525

Typical product types used in retrofits



*Source: DOE/LBNL site www.efficientwindowcoverings.org

¹ Average cost per square foot based on stock size for a non-custom, 60"x30" window size

² Average cost based on based on cost for a non-custom, 60"x30" window size

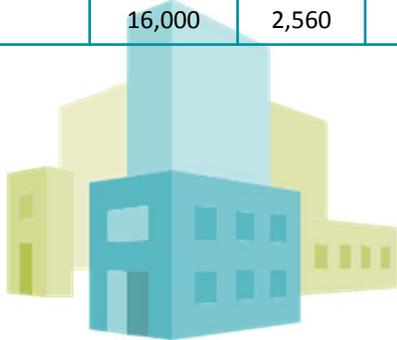


High-Level Techno-Economic Analysis

Gauging Energy Performance Requirements for Cost Feasibility

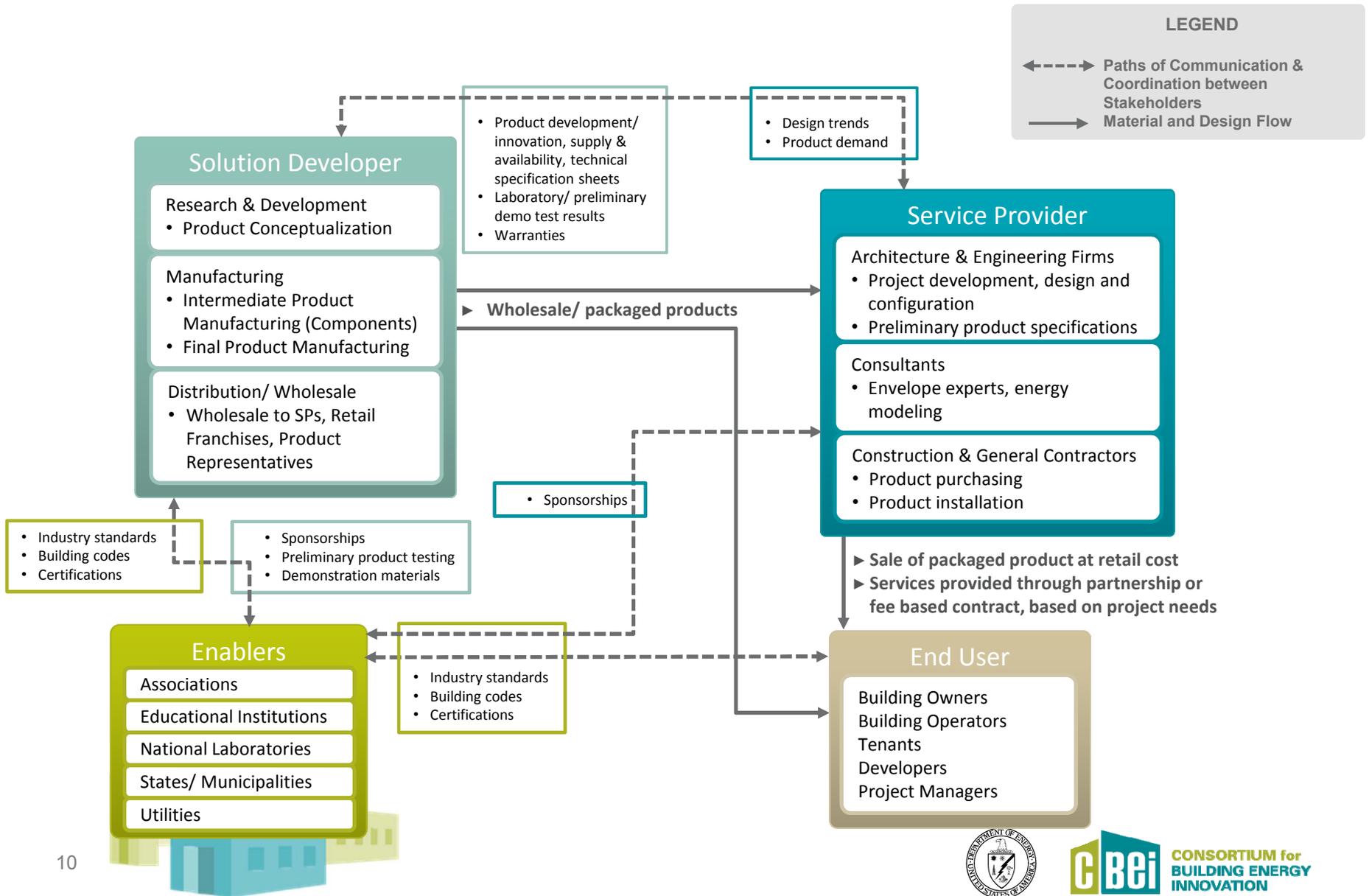
Savings Required to Achieve a 3 Year Payback – For 3 Product Cost Levels

Commercial Building Use Type	Building Size (SQFT) *avg.	Window Space (SQFT)	Electric Demand (MMBTU)	Gas Demand (MMBTU)	Energy Use Intensity (EUI)	SFWA Product Cost			Conversion Approach & Assumptions
						\$2 per Sq. Ft.	\$10 per Sq. Ft.	\$40 per Sq. Ft.	
Assembly	15,700	2,512	1,062	565	0.104	5%	23%	93%	<ul style="list-style-type: none"> • 10 ft. ceiling – base general assumption • 10,000 sq. ft. floor space – base assumptions • Results in 1:2.5 ratio of window to floor space • ASHRAE 90.1-2010 specifies 40% window to wall ratio (WWR) • Results in conversion of 16% of floor space is equivalent window space • Assumed 3 year payback. Interview results noted 3 year payback commonly used for retrofits but can range to 5 years. New construction is typically 5 – 7 payback. <p><i>*This analysis is for illustrative purposes only and is limited in its application, because it does not take into account the multiple other benefits of SFWA. This analysis was developed at DOE's request to assess a relative price point necessary for energy savings to be a driving factor for the application of SFWA in retrofits of SMSCB.</i></p>
Education	31,600	5,056	2,638	1,138	0.119	4%	19%	77%	
Food Sales	7,400	1,184	1,431	266	0.229	2%	9%	36%	
Food Service	4,800	768	1,162	173	0.278	1%	7%	29%	
Health Care	12,100	1,936	2,452	436	0.239	2%	8%	34%	
Lodging	37,400	5,984	3,792	1,346	0.137	3%	16%	65%	
Office - Large	15,800	2,528	1,508	569	0.131	3%	17%	69%	
Office - Small	15,800	2,528	1,197	569	0.112	4%	21%	84%	
Mercantile/Service	12,600	2,016	1,047	454	0.119	4%	19%	78%	
Warehouse	16,400	2,624	604	590	0.073	8%	39%	155%	
Other	16,000	2,560	1,379	576	0.122	4%	19%	75%	



Stakeholder Outreach

Product Supply Chain & Communication Pathways



Stakeholder Outreach

Company Representative Interviews



Solution Developers

- Alcoa, Building and Construction
- Dow Chemical
- Draper
- Glen Raven
- Huper Optik (Certified Energy Consultants)
- Larson Manufacturing Company
- Lutron Electronics Company
- MechoShade Systems
- Monmouth Beach Plantation Shutters & Blinds
- Renson
- Rollease Acmeda
- Springs Window Fashions



End Users

- Booz Allen Hamilton
- Broad Street Realty
- CBRE
- General Services Administration (GSA)'s Green Proving Ground
- Jones Lang LaSalle (JLL)
- Lerner Company
- StonebridgeCarras
- Zuckerman Gravelly



Service Providers

- Atelier-Ten
- Ballinger
- Bartenbach GmbH
- Integral Group
- Jibe Design
- Keen Design, LLC
- Transsolar
- Wiss, Janney, Elstner Associates, Inc.



Enablers

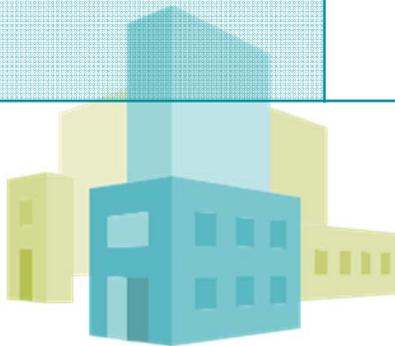
- Absolute Perfection
- Attachments Energy Ratings Council (AERC)
- Austin Energy (TX)
- Carnegie Mellon University (CMU)
- City of Aspen – Department of Environmental Health and Sustainability
- Honeywell
- Lawrence Berkley National Lab (LBNL)
- Lockheed Martin
- National Fenestration Rating Council (NFRC)
- PECO - Smart Ideas Program
- PennDesign, University of Pennsylvania
- Window Coverings Manufacturers Association (WCMA)



Stakeholder Outreach

Interview Questions

Solution Developers	Service Providers	End Users	Enablers
<ul style="list-style-type: none"> • Company size and geographic coverage • Products/services supplied • Market segments (building types/sizes) covered • Percent of business devoted to this market segment • Strategies for reaching market (successful and unsuccessful) • Client buying trends/perspectives on products • Energy performance of products offered • Engagement with program administrators • Challenges for business growth • Perspective on how codes affect business • Recommendations for improving market conditions 	<ul style="list-style-type: none"> • Company size and geographic coverage • Products/services supplied • Market segments (building types/sizes) covered • Percent of business devoted to this market segment • Strategies for reaching market (successful and unsuccessful) • Client buying trends • Client perspectives on including or not including SFWAs • Relationship to incentive programs • Challenges for business growth • Perspective on how codes affect business • Recommendations for improving market conditions 	<ul style="list-style-type: none"> • Portfolio size • Decision criteria for choosing SFWA products (e.g., performance, aesthetics, cost) • Experience with using SFWAs (actual use) • Occupant experience • Experience working with service providers and how they sell and install SWAs • Importance of incentives to making decisions • For owners, approach to working with tenants • Changes necessary to increase interest in SFWAs • Prioritization of energy efficiency retrofit projects 	<ul style="list-style-type: none"> • Market segments (building types/sizes) covered • Strategies for understanding market <p>For Associations:</p> <ul style="list-style-type: none"> • Client buying trends • Client perspectives on including or not including SFWAs • Relationship to incentive programs • Barriers for market growth • Recommendations for improving market conditions • Challenges demonstrating product performance <p>Utilities:</p> <ul style="list-style-type: none"> • Strategy for reaching customers • Incentives provided for SFWAs • SFWA trending uptake • Engagement with Service Providers • Evidence necessary to incorporate (or incorporate more) SFWAs in program • Challenges or issues encountered for assessments and calculations of energy efficiency • Prospective on how codes affect business • Recommendations for improving market conditions • Incentive programs successful and unsuccessful



Stakeholder Outreach Synthesis

Overarching Market Messages

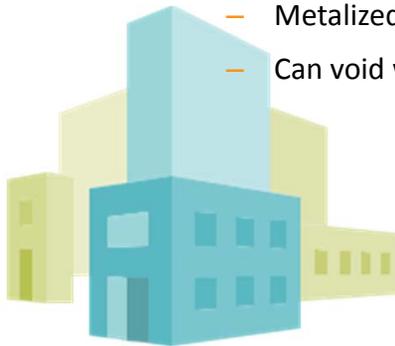
- **General**
 - End users are risk averse – tend to stick to what they know
 - Need confidence in product applied, and the business case needs to be clear; SFWA products have a more complex value proposition which is hard to quantify
 - End user decisions are driven by cost, code, and branding (e.g., Energy Star and LEED Certified space)
 - Innovative technologies are generally the first to be replaced with low cost options as construction budgets balloon
 - Market is slowly shifting
 - Manufacturers and service providers are seeing growth in interest for innovative technologies for occupant comfort, health, and productivity and energy efficiency
 - Tenant requests for green space are increasing
 - Overwhelming interest for more information to inform end users
 - Case studies are an effective way to inform end users
 - Technology-specific performance data are particularly valuable for service providers
 - Overwhelming support for a rating system to take some of the complexity out of decision making
 - Solution developers and service providers are willing to provide recommendations for case studies



Stakeholder Outreach Synthesis

Overarching Market Messages

- Interior Products
 - **Shading devices**
 - Often excluded as an option, because exterior shading can alter the aesthetic design of the building and concerns about operational and maintenance cost
 - Shape, size and configuration of windows can significantly impact project cost when considering motorized solutions
 - Beginning to develop technologies to affect human behavior (e.g., colored lights to inform occupants on best shading adjustments)
 - **Films**
 - More likely to be applied in retrofits than new construction
 - Low maintenance – typically no additional operational expense required
 - Increasing growth in number of film types (e.g., ceramic vs. metallic components)
 - Higher levels of interest for these products in higher education, museums, research institutions to protect building contents and avoid the need to replace windows
 - Security/resilience and historic preservation remain key drivers for use of films over energy efficiency
 - Unique barriers
 - Metalized films reduce cell signal, often requiring installation of costly boosters
 - Can void window warranty



Stakeholder Outreach Synthesis

Overarching Market Messages

— Exterior Products

- New construction provides greater opportunity to incorporate these solutions; retrofitting is hindered by existing building design, cost and requires integrated design
- Growing interest in these products but end users lack an understanding of potential energy saving benefits and maintenance challenges
- Trend for service providers/end users to apply external devices for aesthetic reasons rather than energy efficiency (e.g., product not sized to scale to provide energy efficiency benefits to building)
- High solar reflective technologies can reduce HVAC energy consumption by 10-20% for cooling but are dependent on climate, window glass specifications, and solar reflectiveness of fabrics used
- Typically costly due to high likelihood for customization for individual building resulting in application of tried and tested interior solutions despite positive trend in preference



Stakeholder Outreach Synthesis

Solution Developers

- **Industry Snapshot**
 - Bifurcated market of (1) shading and window attachment providers and (2) film providers that create an either/or decision for end users
 - Shading and window attachment manufacturers providing a wide variety of products
 - Film providers typically provide a more narrow set of differentiated products
- **Approaches to Reaching Customers on Energy Efficiency**
 - Customers can include service providers and end users; however, there is a strong focus on educating and selling to service providers, who are the primary interface with end users
 - Distributors and wholesalers reach customers by sales calls, advertising, conference and expo participation, service provider networks, and big box retail channels
 - Energy savings listed as an advantage along with increased comfort and productivity, but little quantitative information is available on potential savings
 - Several have developed simple online calculators but no indication of how frequently they are used, or whether they result in sales
 - More open audiences include owner-occupied buildings (e.g., owner strongly interested in occupant comfort, health, and energy)



Stakeholder Outreach Synthesis

Solution Developers

- **Challenges**

- Often need to rely , on inexperienced service providers that are unable to effectively sell more efficient, but costly, products
- Insufficient information on potential energy savings, particularly in real-world situations, to support claims of product benefits
- Motorized shading products have cost and integration issues
 - Costs for sensors and actuators drive higher costs of motorized shading devices
 - Additional consideration required during space planning for installation of motors and supporting product systems
 - Integration between automated systems and the BAS is challenged by mismatch in system interfaces
- Films
 - Require specialized skills to install properly
 - Window manufactures do not have the technical capability to install films inside a multi-pane window where they would be most effectively placed
 - Window manufacturers are more receptive to coating versus films because they are familiar and comfortable with the application process



Stakeholder Outreach Synthesis

Service Providers

- **General Stakeholder Perspectives**

- Market is showing a growing interest in integrated design for new construction and retrofits, which provides opportunity to educate end user on inter-related benefits
- Service providers generally learn about solutions from in-office meetings with technology representatives
- Design firms without in-house engineering may reach out to boutique consultants, which can assist in growing market demand through their reputations, for modeling to support envelope and daylighting design

- **Approaches to Reaching Customers on Energy Efficiency**

- Typically make general statements on energy efficiency, since there is limited 3rd party evidence that can be referenced
- Modeling supports case but is not used for many small- and medium-sized commercial buildings, unless they are showcase projects
- Case studies effective for making case to end users

- **Challenges**

- End users continue to focus on SFWAs as last decision to be made and first opportunity to cut costs and are not aware of overall benefits
- Service providers need more information on technology advancements



Stakeholder Outreach Synthesis

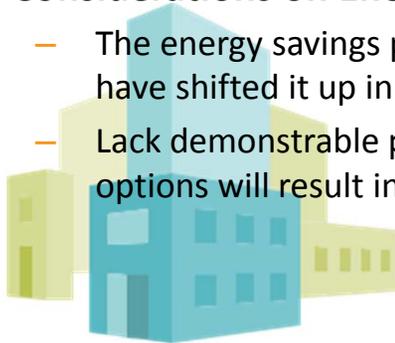
End Users

- **General Stakeholder Perspectives**

- Owner-occupied building end users pay more attention to SFWA options to improve occupant health and productivity, as well as building efficiency
- Owners/operators predominantly influenced by service providers as they are more trusted advisors than solution developers, unless there is a pre-existing relationship with the solution developer
- Owner typically specifies what tenants can use and often only provides tenants with interior options due to exterior options potentially affecting the exterior design
- Codes and certification programs are bigger drivers to consider more effective solutions
- Growing interest in exterior shading, but concerned by:
 - Maintenance issues, particularly associated with window cleaning
 - Impacts of snow/ice
 - Potential for bird nesting
- Owners want payback within 5 years due to 5-7 year tenant turnover Opinions vary on window films and product performance over time, bubbling and degradation of certain films have been an issue and have created distrust in the product category
- Product demonstrations are preferred by owners as they build confidence and may increase uptake

- **Considerations on Energy Efficiency**

- The energy savings potential is still low on the priority list; however, in warmer climates developers have shifted it up in priority
- Lack demonstrable proof and M&V standard approaches to evaluate whether more expensive options will result in sufficient payback



Stakeholder Outreach Synthesis

End Users

- **Challenges**

- Owners are distrusting of advertised product performance, third party verification would be useful to combat this barrier
- More sophisticated owner/operators feel that they are educating service providers about new technologies
- In leased spaces, tenants rarely voice interest in specific technologies unless their employees complain about comfort or glare
- City codes related to overhang can present barriers to the application of exterior shading
- Owners/operators continue to express concerns about control technologies and automation for SFWA having design flaws that lead to additional operating expense (e.g., controls break easily)
- Additional utility incentives would raise the visibility and interest in more sophisticated technologies



Stakeholder Outreach Synthesis

Market Enablers

- **General Stakeholder Perspectives**

- The majority of applications for “building envelope” are under a custom program and require modeling simulations and calculations
- A few utilities offer prescriptive programs with set rebate amounts in \$/sq. ft. of film installed
- Proof of concept and accurate approaches to estimating potential savings is critical as many utility managers are skeptical of existing methods

- **Challenges**

- Need more demonstrations and case studies to show benefits
- Industry lacks uniform methodologies for quantitative analysis in this product category
- Lack of “design for climate” in architecture schools, with climate-specific approaches to how energy efficiency techniques can be optimized in the building design



Stakeholder Outreach Synthesis

Market Enablers

- Utility Programs
 - **27 utility programs offering window film incentives were reviewed in 17 different states (AZ, CA, CO, FL, GA, HI, IN, MD, MN, NC, NM, NV, PA, SC, TX, VA, WA)**
 - Of these 27 programs, 19 offer Prescriptive Incentives for SFWAs and 8 offer Custom Incentives
 - **Prescriptive Incentive Programs**
 - Rebate amounts are typically offered as an amount (\$) per sq. ft. of window space
 - Eligibility requirements include: solar heat gain coefficient (SHGC), based on individual product performance test, or performance measurements conducted post installation
 - Some programs offer tiered rebate amounts per SHGC (e.g., SHGC improved (post install) by ≥ 0.40 , $0.30-0.39$, <0.30 ; will equate to rebate allotments in the amount of \$0.85, \$0.65 and \$0.45 respectively)
 - Some programs have prerequisites for window orientation (south, north, east, west)
 - **Custom Incentive Programs**
 - Rebate amounts are based on projected annual savings (\$/kWh), estimated by modeling building performance, pre-install and post-installation
 - Some programs have standard cost and savings calculations, and some require submission of all savings and cost estimates for pre-approval; variables typically included in these calculations are: baseline energy consumption, peak demands, HVAC schedule, climate, cooling savings, and heating penalty



Stakeholder Outreach Synthesis

European Market

- **Feedback on reasons for higher uptake in Europe than US**
 - Longer tradition of designing buildings without air conditioning (as a result of milder weather than in US) has resulted in greater acceptance and use of SWFA, results in:
 - Greater acceptance of higher cost SFWA products
 - Simpler mechanical systems
 - Higher energy costs have created a culture of conservation
 - Building codes designed to ensure greater application of SFWA
 - For example, France requires review of SFWAs before approval of HVAC permit
 - Larger maintenance market for SWA technologies due to SWA prevalence in market
 - Prevalence of applied technologies varies by country
 - Germany focused on exterior shading
 - France more fabric focused
 - UK more louvers and operational systems



Recommendations for DOE Research & Development

- **Sensors and controls**
 - Need innovations, particularly in actuators, to drive down cost for automated systems
 - Need integrated solutions for SFWA and lighting products as a system
- **Battery power improvements for automated shades**
 - Greater storage capacity allows for longer life and improved wireless capabilities
- **Integration with BAS**
 - Individual motorized SWA systems need standardization and integration to BAS systems to allow for easier use
- **Improved tools**
 - Simplistic calculating tools to include more variables for robust quantitative analysis
 - Improve modeling capabilities by incorporating additional building characteristics; climate region, solar exposure, building design and configuration of envelope components



Recommendations for DOE Deployment

- **Demonstration projects and case examples**
 - Overwhelming request from solution developers and service providers
 - Not necessary to cover every climate zone or building design, but should have sufficient information on long term savings (e.g., maintenance implications)
 - Data should be made available for simulations and modeling of similar buildings
 - Show energy savings benefits as well as comfort, productivity, and air quality
- **Education**
 - Technology Performance – focus on service providers and end users
 - Work with NIBS to include additional educational materials as part of their enclosure training (suggested broadening training to include passive solar, low-e films and daylighting)
 - Leverage social media, blogs, tradeshow, case studies, and offering opportunities to earn continuing education credit
 - Modeling tools – focus on architects to understand how modeling can help make the case
- **Improvements in code and program incentives valuable to support market**

