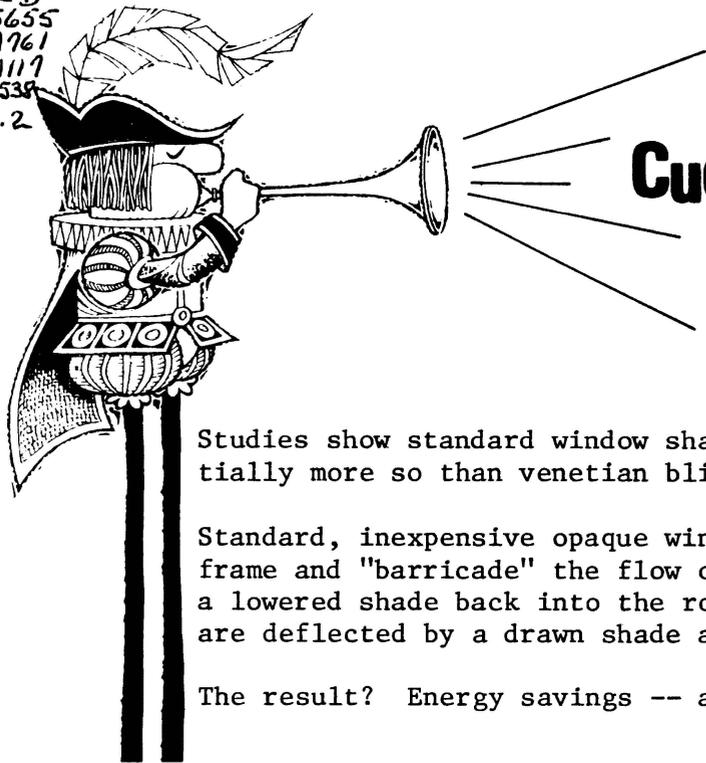


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Cue Sheet

WINDOW SHADES —
GREAT ENERGY SAVERS

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Studies show standard window shades form a barrier against heat flow substantially more so than venetian blinds or draperies.

Standard, inexpensive opaque window shades can fit snugly within the window frame and "barricade" the flow of heat. In the winter, warm air "bounces" off a lowered shade back into the room. During the summer, hot air and sunlight are deflected by a drawn shade and kept out of the room.

The result? Energy savings -- all year round.

SHADES SLASH SUMMER HEAT GAIN...SAVE COOLING COSTS

During hot weather, up to ten times more outside heat infiltrates through window glass than through the wall around the window.

Window shade use can slash indoor heat buildup. The Illinois Tech study found that overall heat buildup is reduced by 47 to 54 percent. Up to 63 percent of heat gain caused by solar radiation alone is blocked out. Researchers calculate this can result in savings of 21 cents per dollar of cooling costs.

HOW TO SLASH SUMMER HEAT GAIN

During the hot, sunny part of the day, keep shades *down*. This will keep solar heat from building up inside the house. During the night and early morning and evening hours, let the shades *up* to allow cool air to come inside.

SHADES CUT WINTER HEAT LOSS...SAVE FUEL COSTS

When it is cold outdoors, three to four times more heat escapes through the window glass than through the sash area around the window. Proper use of shades can block the amount of heat that normally seeps out through windows by 24 to 31 percent. According to researcher's estimates, this can save you as much as 8 cents per dollar on heating costs.

HOW TO CUT WINTER HEAT LOSS

During the night and the cold hours of early morning and evening, pull shades *down* to the sill. This will prevent interior heat from escaping. During the day, *raise* the shades. This will let the sun's warm rays penetrate the glass to help warm the room.

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Windows are your eyes to the outside; windows provide light, a sense of space, a view of the world immediately around your home. Don't forget the appearance of your windows from the outside counts too -- many people view your home from the outside but never come in.

Windows waste energy. Did you know (depending on where you live) between 40¢ and \$1.40 is added to your fuel and utility bills each year for each square foot of single pane glass in your home?

A SMART MOVE

Window shades are a smart dollar-and-cents investment in these energy-conscious times. They are inexpensive, virtually maintenance-free, have long service life and perform their energy-saving chores with a minimum of effort. Equally important, energy-wise shades can fashionably complement any room decor.

If you already have window shades, follow the energy-saving tips. If you do not have window shades, they can be purchased for less than what you may already be spending for squandered energy. Look for them in department stores, furniture stores, shade shops, paint and wallpaper stores, specialty curtain shops, variety stores, lumber yards and home centers.

For even greater energy savings, try laminating reflective, insulation-type material to window shades. For a colorful lift, decorate shades with fringes, tassels or glued-on stripes of bright colored fabric. Let your creative spirit soar. After all, saving energy doesn't have to be dull.

WINDOW SHADES. YOUR BEST BUY IN ENERGY SAVINGS, DOLLAR-FOR-DOLLAR.

References: Illinois Institute of Technology (Window Shades and Energy)
Window Shade Manufacturer's Association (for additional materials)
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