

BFRC Guidance Note

THE BENEFITS OF BFRC RATING- EVERYONE IS A WINNER!

Energy efficiency

Energy efficiency is a rapidly growing market and one of the most powerful tools available to suppliers and consumers is the idea of rated and labelled products. This has helped to transform many markets by providing consumers with clear identification of energy efficient products to enable them to make informed purchasing decisions.

Rating clearly identifies the best performing window as a system. Consumers need to see the costs and benefits of energy efficient windows to make informed decisions.

For windows, the BFRC Rating and the BFRC label use this proven methodology. The BFRC Rating method provides a 'better ruler' to establish the total energy performance of a rated window:

- The BFRC Rating method includes all of the relevant factors in the energy efficiency of a window, as well as including the 'loss factors' such as U-value it also includes the 'gain factors' such as the solar heat gain.
- The BFRC Rating method is a scientifically rigorous method that maintains a realistic view of what it is designed to provide and the needs of the local audience.
- The BFRC Rating method can be used for any frame material, glazing material or other technology. It can be used both today and into the future as technology improvements are made.

The benefits of rating

Systems designers

- Product development - Systems designers and suppliers now have a clear method

to identify product developments that improve energy efficiency and are more attractive to customers.

- Competitive edge - Systems designers and suppliers now have a widely recognised and standard method of comparing their performance against that of the competition. Increased thermal performance will result in a reduction in heating requirements, hence saving the householder money.
- Energy performance will be recognised further down the supply chain and sales to energy aware customers increased.

Energy rating is an opportunity for sales staff to add value to products.

Suppliers

- New technology - Suppliers to the window industry can use BFRC Rating to identify new technologies that improve ratings. Energy efficient technologies such as gas fill, warm edge spacers and new glass technologies will be reflected with clear BFRC Rating improvements.
- Manufacturers can select the most cost effective improvements to improve the BFRC Rating and the attractiveness of the product to their customers.

Manufacturers

- Selecting suppliers - Window manufacturers can use BFRC Rating to select product systems and suppliers to improve their product rating and make it more attractive to the installer and consumer. A high rating offers manufacturers the opportunity to gain an advantage over the competition.
- Improving sales - As consumers purchase more energy efficient windows, those manufacturers making these windows will prosper. Replacing the replacements



will be easier when new generation products offer clear technical advantages over existing standard glazed products.

- Improving marketing - The manufacture and sale of BFRC Rated windows of 'C' or better makes manufacturers eligible for EST Energy Saving reductions.

Installers

- Building Regulations - BFRC Rating is an alternative method for demonstrating compliance with the Building Regulations.

Energy Window	
Energy Windows Ltd. XYZ 68/abc	
	C
Energy Index (kWh/m ² /year) <small>(Energy Index certified by BFRC and based on UK standard window. The actual energy consumption for a specific application will depend on the building, the local climate and the indoor temperature)</small>	-15
The climate zone is:	UK
Thermal Transmittance (U _{window})	1.5 W/m ² K
Solar Factor (g _{insew})	0.41 W/m ² K
Effective Air Leakage (L _{facto})	0.02 W/m ² K
	www.bfrc.org
<small>This label is not a statutory requirement. It is a voluntary label provided as a customer service to allow consumers to make informed decisions on the energy performance of competing products.</small>	

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- Energy Saving Recommended - Windows that achieve a BFRC Rating of 'C' or above are eligible to apply for free membership of the Energy Saving Trust 'Energy Saving Recommended' scheme. This allows use of the widely recognised and respected ESR logo and access to free publicity for energy saving products.
- Best Practice - The 'Energy Efficiency Best Practice in Housing' programme is using BFRC Ratings to produce Best Practice Guides for specifiers and to recommend the use of rated windows in new construction.
- Standard Assessment Procedure - BFRC Rating is currently being trialled for integration into the current SAP procedure used to assess the energy efficiency of complete houses. This means that house-builders will soon be able to use BFRC Rating to select the best windows for new-build houses.
- Recommendation - Energy Advice Centres (located throughout the UK) have access to the BFRC Rating information and will be using it to advise consumers on the most energy efficient products for their home.
- Energy Awareness - Selling to energy aware customers is easier when a product is BFRC Certified and listed. Consumers know that they are doing something for their own finances as well as contributing to reduced global warming.

Specifiers

- Defining the needs - Specifiers can use BFRC Rating as a clear and concise method of specifying the energy performance for contracts with the confidence that the product will meet their performance requirements.
- Meeting tenant needs - Local authorities can use BFRC Rating to define performance to increase the energy efficiency of their housing stock, improve tenant comfort and reduce fuel poverty. Rating - a multiple winner The benefits of BFRC Rating are visible at all levels of the window industry and beyond. Energy efficiency can finally be used as a formal and well developed tool to sell more and better products to consumers so that they get the benefits of energy efficient windows, the industry gets the benefit of selling higher technology products at higher margins and the planet gets the benefit of less energy being used.

Consumer benefits and proof of compliance with the regulations in one easy package will be a sales tool on many levels.

Consumers

Homeowners will inevitably use BFRC Rating as part of their purchase decision.

- Recognition - Consumers are already familiar with the BFRC style of label and use similar labels as part of their purchasing decisions. The BFRC label shows energy efficiency in a 'consumer friendly' format and allows the consumer to make informed decisions about the complete energy performance of competing products.

Energy labels allow buyers to compare and select products based on the product's specific energy performance rather than on manufacturers claimed values.



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