Bureau of Consumer Protection
Division of Enforcement

Nev.'Pro
26 Cedar Street
Woburn, MA 01801

Dear Sir or Madam:

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION WASHINGTON, D.C. 20580

Augustl7,2012

The staff of the Federal Trade Commission (FTC) has concerns about some of the claims
that Ne",,'Pro has made about its windows. Five manufacturers and retailers of
replacement ,vindows recently settled v.-ith the FTC for allegedly making unsubstantiated
energy savings claims. See http://www.ftc.gov/opaI2012/02!windows.shtm. The FTC
brought these cases under Section 5 of the FTC Act, 15 U.s.c. § AME0 0 10.4 323.59 720 Tm (D.C. )T93t

Heating and cooling expenses may account for less than half of a home energy
bill. Thus, a 15% reduction in a home's heating and cooling costs does not mean the homeovvner will save 15% on his or her entire energy bill. If you claim that consumers ",{ill achieve a specified percentage of energy savings, you should state clearly whether you are referring to heating and cooling savings or savings on a home energy' bill.

• A void Deception When Making "Up-to" Claims. A recent FTC study shows that many consumers interpret claims that windows will save "up to" a specified amount of energy to mean that all or ahnost all users are likely to get the specified savings. You may read about this study at
http://wv.'W.:ft~Qy!opa!20 12/06/uptoc:laims.shtm. Therefore, to avoid deception, you must clearly convey the results consumers are likely to get. For example, if you say that consumers will save "up to" a specified percentage in savings, your substantiation should prove that all or ahnost all consumers are likely to get that percentage in savings.

• Avoid Deception When Selecting Home Characteristics for Modeling. As described in the FTC's complaints against other windows manufacturers and retailers, many factors affect the savings homeowners can get by replacing their windows. Among other advertisement.

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