Bureau of Consumer Protection
Division ofEfuirrcement

Weather Shield
One Weather Shield Plaza
P.O. Box 309

Medford, \\<1

Dear Sir or Madam:

UNITED STATES OF MffiRlCA
FEDERAl TRADE CO:tvIMISSION
WASHBIGTON, D.C. 20580

August 17,2012

The staff of the Federal Trade Commission (FTC) has concerns about some of the claims that Weather Shield has made about its windows and glass used

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bill. Thus, a 15% reduction in a home's heating and cooling costs does not mean the homeowner 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.

• Avoid 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 almost all users are likely to get the specified savings. You may read about this study at http://www,ftc.gov/opaJ2012!06/uptoclaims.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 almost 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 vvindows manufacturers and retailers, many factors affect the savings homeowners can get by replacing their windows. Among other things, these factors include the home's location, size, insulation, and existing windows. Energy savings results from energy modeling software will vary depending on the variables of the homes selected for modeling. Thus, if you use energy modeling software to determine the savings people "ill
get from your windows, don't choose atypical characteristics that produce inflated results.

• Clearly and Prominently Disclose any Assumptions. If your substantiation shows
that consumers will get a specified amount or percentage of savings only under certain circumstances, disclose those circumstances clearly arid prominently near the claim. Disclosures in small, difficult-to-read type won't cure a deceptive savings claim displayed prominently in the advertisement.

• Exercise Care in Using Jestimonials or "Case Studies." Anecdotal evidence and
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unsubstantiated claim in a product brochure that dealers, retailers, or v.indow manufacturers may give to consumers.

Once you have reviewed your marketing materials, please advise FTC staff if you intend to remove or revise any claims, identify the claims you intend to remove or revise, and tell us when you'll make those changes. You may call FTC staff attorney Robert Frisby at (202) 326-2098 if you have questions or to follow up on this letter.

Sincerely,

Frank

~~ Gorman
Assistant Director
Dh"ision of Enforcement