



KEY SELLING POINTS ABOUT AERC CERTIFIED PRODUCTS

- AERC's certified product ratings were developed with the U.S. Department of Energy to inform consumers about the energy performance of window attachments.
- AERC certified products are proven to reduce your utility costs, and save energy while increasing the comfort of your home.
- The AERC Energy Improvement Rating helps you easily compare energy-efficient options by demonstrating their performance in both warm and cool climates.

BY THE NUMBERS

- About 30% of a home's heating energy is lost through windows. In cooling seasons, about 76% of sunlight that falls on standard double-pane windows will add unwanted heat to your home. (Source [DOE](#)).
- AERC certified products with a rating of 35 or more, can save you 13+% on annual whole home energy costs. (Source [BG&E](#); [MN TRM](#))
- On average, AERC certified products with automation can save customers 13.5% on electricity and 3.4% on gas annually. (Source [BG&E](#))

DID YOU KNOW?

- Window attachments help regulate the amount of heat and sunlight that enters or exits your home, which can reduce the need for heating when it's cool outside and reduce the need for air conditioning when the weather is warmer.
- Xcel Energy in Colorado offers a \$1.33 per sq foot rebate^[2] for Cellular Shades that meet an AERC Cool Climate Rating of 5 or higher and a Warm Climate Rating of 35 or higher. (Source [AERC](#))