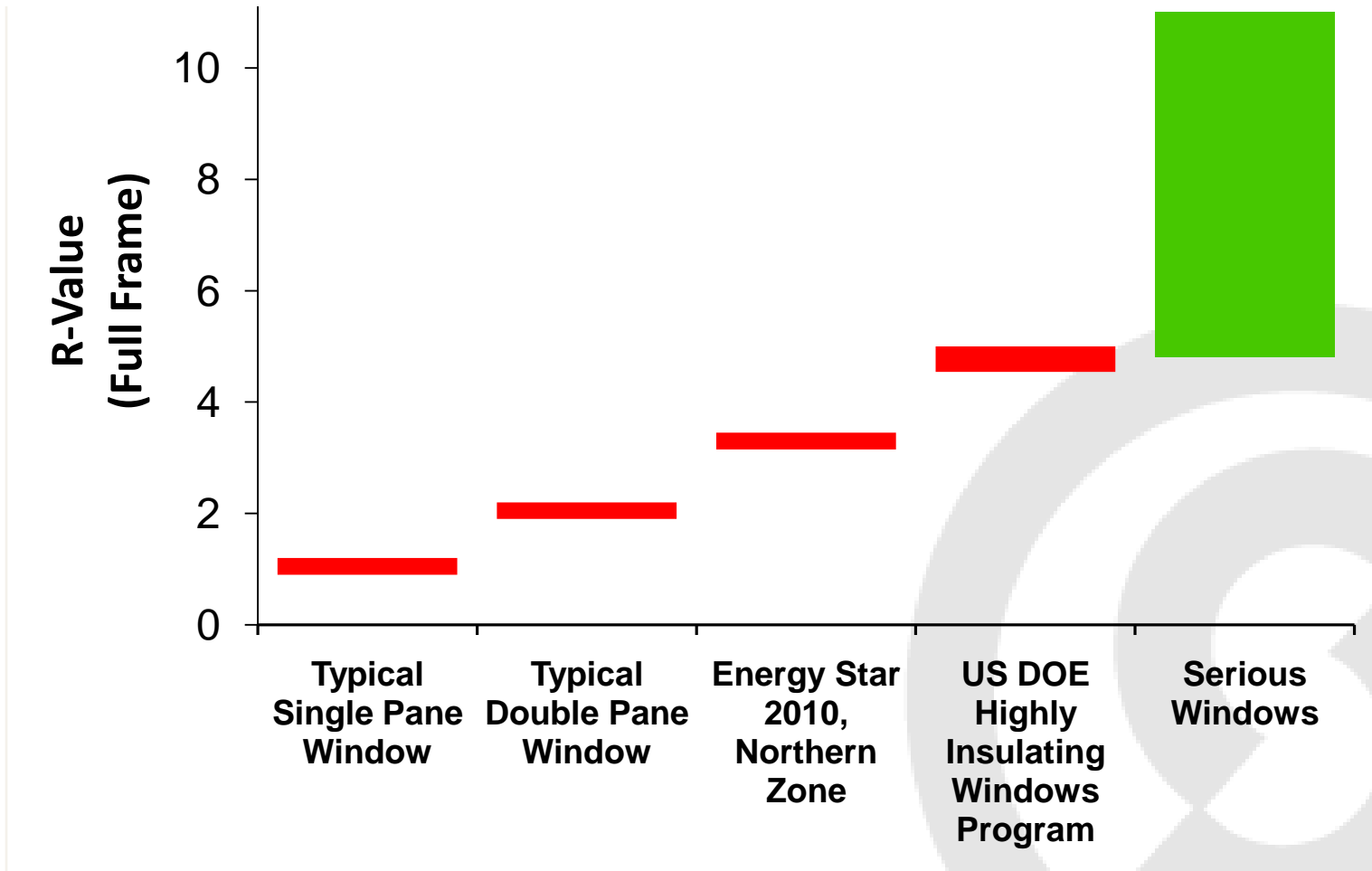


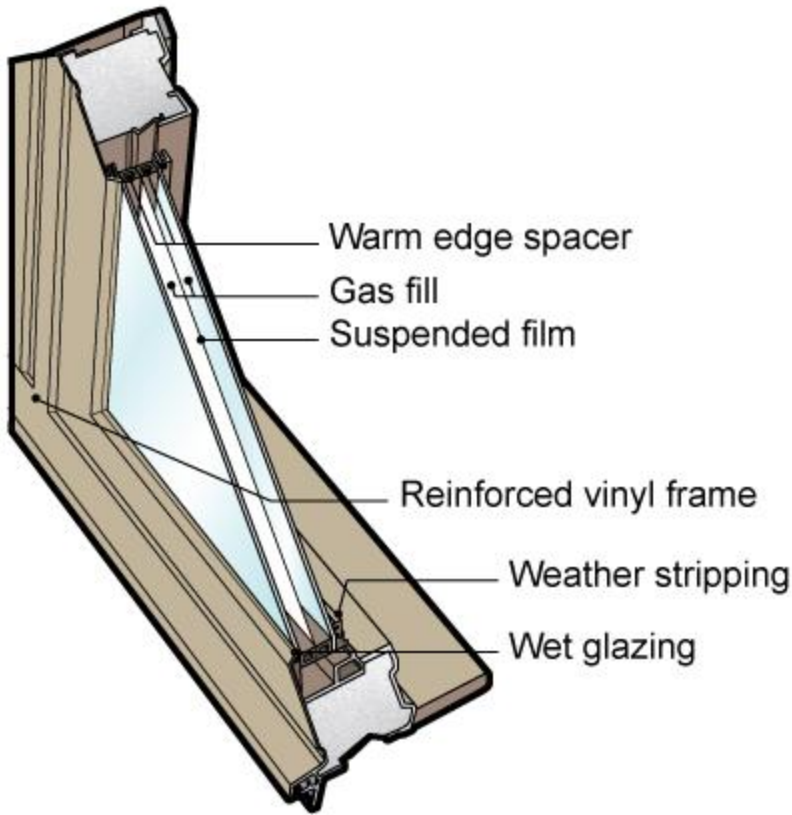
# A Perspective on Community Development and Energy Efficiency

**Robin Roy, VP, Serious Materials**  
**MEEA Midwest Energy Solutions 2010 Conference**  
January 2010



# SeriousWindows™

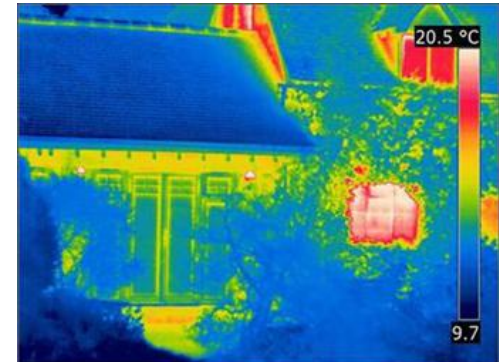
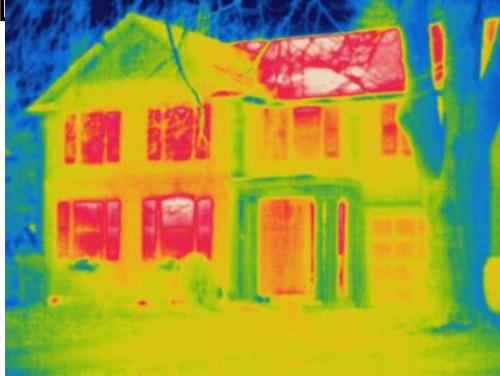




**A unique combination of key technologies deliver full frame R-value to offer high insulation and energy savings.**

Key Technologies	Benefits
Warm edge spacer	High insulation spacer technology extends SeriousWindows high center of glass R-values to the edge of the frame.
Inert gas fill	Argon, krypton, or xenon gas strategically placed between SeriousGlass™ and suspended film maximizes R-value by suppressing conduction and convection within our glass unit.
Suspended film	Suspended film reduces convection and energy transfer without the weight and size of more glass. Suspended film systems are customized in order to uniquely tune the window for thermal efficiency and maximum comfort. SeriousWindows suspended film systems offer UV protection up to 99.9%.
Weather stripping	Weather stripping substantially reduces air leakage and ensures the highest energy performance.
Wet glazing	Minimizes air leakage at the glass to sash bond, increasing R-value performance.

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- 39% of US CO2 emissions is tied to building operations, of which 38% is used for heating & cooling
- Much of the energy now goes out the window – but doesn't need to

Customers/ Market

Our Company/  
Employees

Policy makers

Delivery Partners

Advocacy/ info  
groups

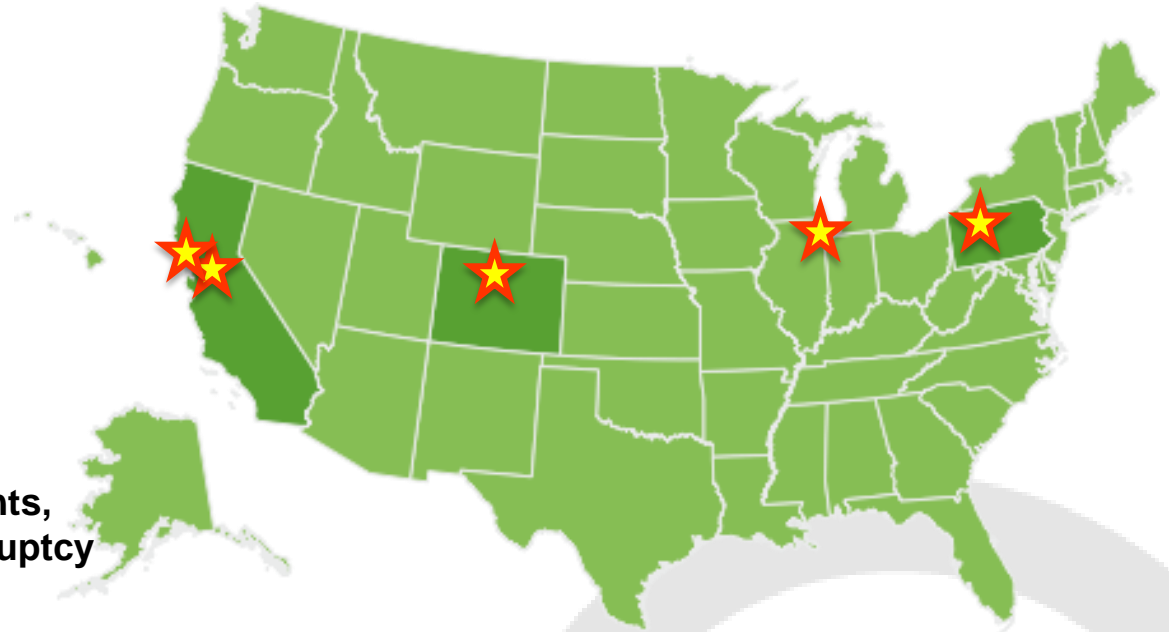
Suppliers

Competitors

# Our Employees

## Current *AND* Future

- particularly at IL and PA plants,  
where former owners' bankruptcy  
threw hundreds out of work



“This is more than just a job to me...I know we have to change...we can get this green bandwagon rolling .”  
– Robin Scott, Serious Materials PA employee



## Our Customers, Current *AND* Future:

*Over 50 million buildings  
need retrofits for comfort and  
cost-effective energy savings*

**Working with and for  
customers to deliver  
the best in energy efficiency**

- Make excellent windows, commercial glass, specialized products
- Engage excellent delivery partners
- Sell directly where appropriate
- Perform energy/ economic analyses
- Brainstorm creative implementation
- ???



MIT Lincoln Laboratories  
Lexington, MA



University of Colorado, Visual Arts  
Complex, Boulder, CO



Smithsonian National Museum of  
Natural History, Washington D.C.



Virginia Air & Space Center  
Hampton, VA

## An example: Our latest creative, specialized project

### - ESB



MIT Lincoln Laboratories  
Lexington, MA



University of Colorado, Visual Arts  
Complex, Boulder, CO



Smithsonian National Museum of  
Natural History, Washington D.C.



Virginia Air & Space Center  
Hampton, VA

## Delivery Partners: essential for high volume roll-out

### Current *AND* Future

- Dealer network
- Major retailer – Lowe's
- Weatherization agencies
- ESCOs
- Contractors, builders
- Auditors, architects, engineers
- Integrators



*Windows Work for  
Weatherization*

### Some key areas

- WAP
- Utility programs
- Retrofit Ramp-up
- Energy Efficient Schools Initiative
- ESCO projects
- Retail networks
- Brainstorming new approaches
- US DOE R5 volume purchase
- Green Building Retrofits
- ???



## Policy Makers:

- Congress
- Administration
- Agencies
- State government
- Local government

***Good policy is essential for energy efficiency***

### The New York Times



**Company is serious about energy efficiency**

**In line for some 'stimulus' funds**

**By Evan Kravitz**

As the federal government looks for ways to spend money on energy efficiency, a Silicon Valley company is in line for some "stimulus" funds. The company, Serious Materials, is a leading provider of energy efficiency services. It has been awarded a contract by the U.S. Department of Energy to provide energy efficiency services to federal agencies. The company's services include energy audits, lighting retrofits, and HVAC system upgrades. The company's CEO, Steve Kohn, says that the company is committed to energy efficiency and that it is proud to be a part of the federal government's efforts to reduce energy consumption. The company's services are used by a wide range of federal agencies, including the Department of Defense, the Department of Justice, and the Department of Health and Human Services. The company's services are also used by state and local governments. The company's services are used by a wide range of industries, including manufacturing, retail, and government. The company's services are used by a wide range of companies, including Google, Microsoft, and Amazon. The company's services are used by a wide range of companies, including Google, Microsoft, and Amazon.



## Working for great EE policy

- Sharing our perspective and experience
- Proposing policy approaches
- Communicating with public
- Collaborating with advocacy groups
- ???

## Some key messages

- Vast cost-effective EE potential
- Deep, cost-effective EE will deliver customer benefits, jobs, energy security, stronger economy, and environmental health
- Need funding continuity post-ARRA
- Policy is essential for EE
- EE is not red or blue



## **Our Competitors:**

- **They keep us moving, and vice versa**
- **Experience shows that market transformation to much higher performance, cost effective products can happen VERY quickly**
- **There's more than enough work that needs to be done**



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Competitors

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