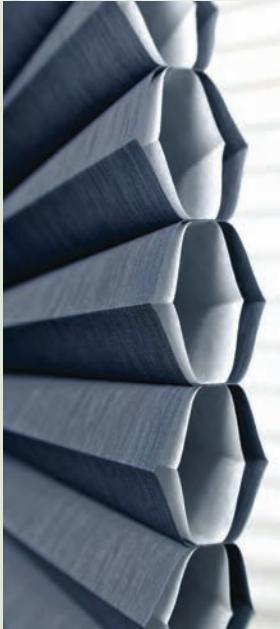


We Make Green Beautiful

Stylish Solutions for Saving Energy at the Window



HunterDouglas



WE ARE
**Hunter
Green**™



Hunter Douglas is the worldwide leader in creating innovative, energy-efficient window fashions that save valuable energy resources and reduce greenhouse gas emissions. As our products serve this larger purpose, they also make home interiors brighter, more beautiful and more comfortable.

Significant energy savings improvements at the window began with our invention of Duette® honeycomb shades back in 1985. Air contained within the honeycomb cells proved to be an effective insulator, keeping heat inside in winter and keeping it out in summer. The huge success of the Duette brand has spawned other significant energy-saving innovations — including Silhouette® and Pirouette® window shadings, Vignette® Modern Roman Shades and Luminette® Privacy Sheers.

Our most recent creation, Duette Architella® honeycomb shades, takes energy conservation to a whole new level. The patented honeycomb-within-a-honeycomb design forms three air pockets to dramatically reduce heat flow at the window. If installed in every window of every American home, these shades have the potential to cut our annual energy consumption by 2½%. That may not sound like much, but it's the equivalent of a 33% increase in fuel mileage for all passenger cars on U.S. roads — which would save about 450 million barrels of oil annually and reduce CO₂ emissions by almost 200 million tons!

Plus, throughout 2010, certain Duette Architella shades may qualify for a Federal Tax Credit opportunity of up to 30% of the purchase price. Visit hunterdouglas.com/taxcredit for details and restrictions, and consult your tax advisor to determine your eligibility to claim this tax credit.

On a broader scale, we are continually working to reduce the carbon footprint of our operations. We also financially support the Arbor Day Foundation in its efforts to replant trees lost in U.S. fires and to preserve dwindling rain forest lands. Our investment is expected to result in 15,000 new trees and help save over a million square feet of rain forest. In the social arena, during our 15-year partnership with Habitat for Humanity, we have donated nearly 300,000 window coverings to low-income families, while our employees have helped build hundreds of homes.

From products to processes to philanthropy, environmental responsibility is a core Hunter Douglas value. For the future of our children and our children's children, we are indeed "Hunter Green."

The Light Is Changing

This has happened to all of us. We're stopped at a traffic light with a long line of cars behind us. Our thoughts wander, our attention drifts. Suddenly a loud honk jolts us back to the moment. We look up to see that the light has changed, and we sheepishly — and hurriedly — accelerate.

Think of future generations honking.

As a society, we've reacted slowly to warning signals about depletion of natural resources, climate change and the quality of life in coming years. Now, clearly, the light is changing to green and it's time for us to get moving.



The Benefits of Window Coverings

You probably know that Hunter Douglas offers the most extensive selection of window fashions on the market, but you may not realize how much our products can impact energy efficiency. Not only do they help protect against UV damage to furnishings

and most are GREENGUARD Indoor Air Quality Certified®, Hunter Douglas window fashions also add insulation at the window to reduce heating costs, moderate the sun's heat in summer to reduce cooling costs, and improve the quality of natural daylight to reduce the costs of electrical lighting.

Today, our window fashions are so much more than fashionable. They are tools to save energy resources, valves to control the flow of energy, and important contributors to reducing energy use, utility costs and greenhouse gas emissions. In fact, Hunter Douglas window fashions are one of the easiest ways to “go green.”



Hunter Douglas window fashions can keep your home warmer in winter and cooler in summer, as well as provide precise light control and just the right amount of privacy. Shown here are Duette® Architella® honeycomb shades, so energy efficient that, throughout 2010, certain Architella shades may be eligible for a Federal Tax Credit opportunity of up to 30% of the purchase price. Visit hunterdouglas.com/taxcredit for details and restrictions, and consult your tax advisor to determine your eligibility to claim this tax credit.

Windows Are Energy Holes

Windows were once called “wind holes.” Fortunately, today’s sealed double-pane windows do a good job of preventing unwanted air flow. However, closed windows still offer very little resistance to the flow of heat. Windows are, in fact, “energy holes.” Compared to the well-insulated walls and roofs of modern homes, standard double-pane windows allow 10 to 15 times more heat energy to flow through them. So, despite the fact that windows make up only about 10% of a home’s insulated shell, up to 50% of the home’s heating and cooling energy pours through them.

This means that up to half of what is paid for heating and cooling utility bills pours through them, as well. Isn’t it time to stop throwing money out the window?

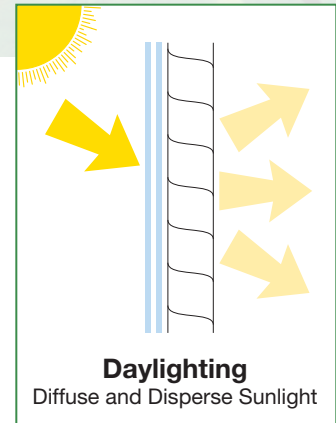
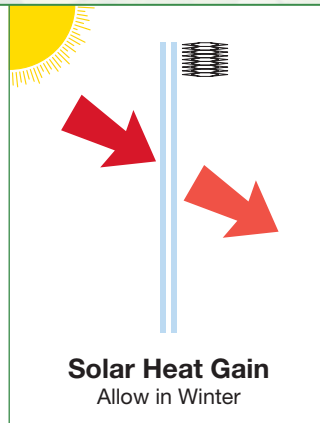
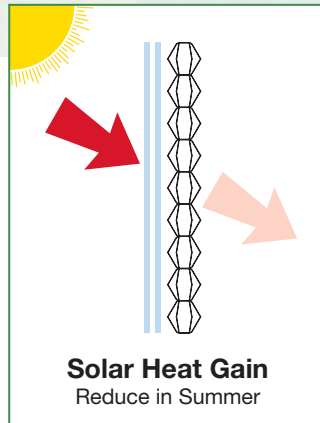
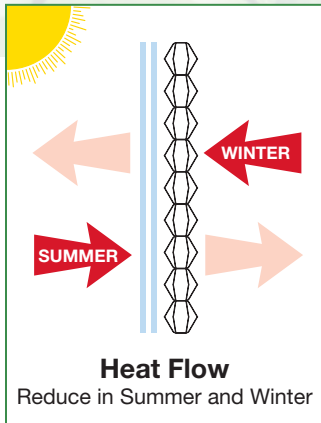
Three Ways to Save Energy

Installing the right Hunter Douglas window fashions in your home can reduce heating, cooling and lighting energy needs in three significant ways:

- 1. Reduce heat flow (heat loss and heat gain) through the windows.** When the shade is closed in winter, less heat escapes out. When it’s closed in summer, less heat flows in.
- 2. Control solar heat (heat energy from the sun) by allowing it in winter but reducing it in summer.** An open shade allows solar energy in; a closed shade keeps most of it out. In winter, we want the shade to be open to take advantage of free heat energy from the sun — as long as the amount of energy coming in is greater than the amount escaping. In general, when direct sunlight hits the window in winter, open the shade.
- 3. Enhance daylighting (the use of natural light) by diffusing and dispersing sunlight deep into a room.** Opening and closing the shade either lets light in or keeps it out. An even more important function served by many Hunter Douglas window fashions is conditioning the light — diffusing and dispersing it deeper into the room to illuminate the space and reduce the need for electrical lighting.

Each of these three ways to save energy are explained in more detail on the following pages. As you learn more about energy efficiency and Hunter Douglas window fashions, you’ll be able to determine which of our products are best for your needs and how the climate in your region of the country impacts your choice of window coverings.





The right Hunter Douglas window fashions can reduce heating, cooling and lighting energy needs in three significant ways.

Additional Rewards

When you choose Hunter Douglas for your windows, you're doing more than saving energy resources and money. You're also enhancing the look of your home with remarkable beauty and style at the window. And by installing the most respected and sought-after brand, you're increasing the resale value of your home, as well.



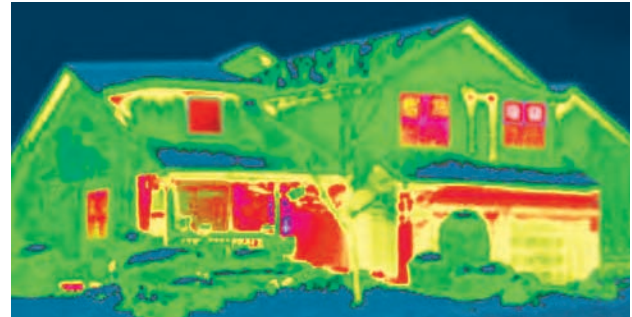
Many of our products are exclusive to Hunter Douglas, like the Pirouette® window shades shown here. Pirouette shades save energy primarily by controlling solar heat gain and improving daylighting.



We Make Insulation Beautiful

Heat flow through windows is graphically shown in the infrared photo at right, where red areas indicate energy loss. The dramatic color difference between the walls and windows shows the contrast in resistance to heat flow. How do we make the windows more like the walls?

We add insulation. Not with the fiberglass you would find in the walls, of course, but with window coverings — products that also control light and privacy, and add a fashion statement to the room.



The Beautiful Architella® Example

The patented honeycomb-within-a-honeycomb construction of our revolutionary Duette® Architella® shades forms three air pockets for superior insulation between the window and the room. Insulation values are especially high with opaque fabrics, which incorporate a metallized mylar inner cell (left). Choose Architella opaque fabrics for maximum energy efficiency.

But insulation is only part of the Architella story. Because the inner cell bears the weight of the shade, the outer pleats are always crisp and even. And with four layers of fabric, colors are richer and more radiant. This is beautiful insulation, indeed. Plus, the possibility of a special 30% Federal Tax Credit opportunity could make Duette Architella shades an especially smart investment for you in 2010.

The infrared photos next to the uncovered and covered windows compare energy loss. As you can see, the window covered with a Duette Architella shade (right) is much more energy efficient than the bare, bright red window (left). Which window would you rather have in your home?



The Value of R-Values

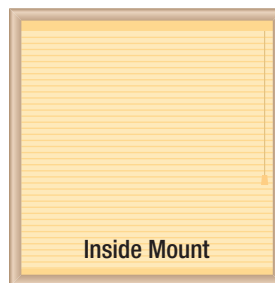
R-values measure resistance to heat flow. The walls of a contemporary home typically have an R-value of 19, while standard double-pane windows have an R-value of only about 2. Window fashions like Duette® Architella® honeycomb shades can add up to four points to a window's R-value, tripling the energy efficiency of a standard double-pane window and cutting heat loss through it by up to two-thirds. Imagine the impact of this much increased insulation on your utility bills!

If you live in a cold climate with significant heating required for more than half the year, you should select a window covering that adds as much R-value as possible, while meeting your decorating needs. When a product is chosen for its insulating qualities, be sure to specify that it be inside mounted and fully recessed within the window casement. If mounted outside the window opening, cold air between the shade and the glass can too easily flow around the sides and bottom — greatly reducing the effective R-value of the window covering.

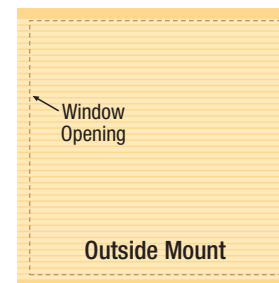
Other Insulating Product Choices

In addition to honeycomb shades, Hunter Douglas offers other stylish choices that provide beautiful insulation. For example, our distinctive collection of shutter styles add up to 2.5 to the window's R-value, while elegant Vignette® Modern Roman Shades with the Tiered™ design option increase the window's R-value by about 1.5.

Vignette Modern Roman Shades with the Tiered design option add about 1.5 to the window's R-value. They also add great beauty to a room, whatever the décor.



Shade fits within window opening.



Shade mounts outside opening.



We Make the Sun Friendlier



The earth receives an enormous amount of solar energy. In summer, we don't want that powerful energy entering our homes to become heat — which is why if you live in a hot climate, or anywhere summers are hot, you need a window covering that effectively reduces solar heat gain.

Solar Heat Gain Coefficient

Solar heat gain is measured by a coefficient from 0 to 1 that tells us what fraction of solar energy hitting the window actually enters the home. Lower numbers are better. Standard double-pane windows have a solar heat gain coefficient (SHGC) of 0.76, meaning 76% of the solar energy gets into the home. Add Luminette® Privacy Sheers and the number drops to as low as 0.20 — only 20% of the solar energy enters the home to become heat.

When choosing products with louvers, slats or vanes, opt for white or light colors. In summer, it's important to reflect as much solar energy as possible right back out the window before it becomes heat.

Solar Heat: Bad in Summer, But Good in Winter

In winter, to reduce heating energy consumption, take advantage of as much free heat energy from the sun as you can. This means raising or opening the window covering whenever direct sunlight is shining on the window — in the morning for east windows, in the afternoon for west windows and most of the day for south windows.

By opening and closing Hunter Douglas window fashions at the right times in summer and winter, it's easy for you to make the sun friendlier in your own home.

Luminette Privacy Sheers are not only exquisitely beautiful, they also offer excellent protection against solar heat gain with the vanes closed. With the vanes open, the sheer fabric softens and diffuses incoming light, bringing it deeper into a room. The product is shown here framed by side panels of Luminette Modern Draperies.



We Lighten Up Your Rooms

Natural light entering the home is important for both visual comfort and general well-being. Using natural light to illuminate home interiors is called daylighting. With good window design and the right Hunter Douglas window fashions, daylighting could provide most, if not all, daytime light needs — saving energy resources and utility costs.

Daylighting and Direct Sunlight

The biggest problem homeowners face is direct sunlight. It simply creates too much contrast in a room. Dark areas seem darker and sunlit bright areas are harsh and glaring. The goals of daylighting are to even the intensity of incoming light and bring it deeper into the room. The best way to do this is by diffusing the light.

As seen in the two rooms at the bottom of the page, Silhouette® window shadings do an excellent job of diffusing harsh sunlight, evening it out and making it softer — and, as a bonus, they provide excellent UV protection for furnishings. Silhouette shadings are also one of the most beautiful window fashions in the world.

Sheer Beauty

Pirouette® window shadings and Luminette® Privacy Sheers also offer excellent daylighting benefits, as do Duette® honeycomb shades in sheer and translucent fabric choices. White blinds and shutters can reflect and redirect light to bring it deeper into the room, although there is less diffusion and softening.



Silhouette window shadings feature soft fabric vanes floating between two sheer fabric facings. The vanes tilt to provide variable light and privacy control.



In these "before and after" pictures, you can see the striking difference made by the two sheer fabric facings of Silhouette window shadings. The harsh, high-contrast light in the left image has been softened and diffused, beautifully transforming the room.

Choosing Shades of Green

Insulation, solar heat control and daylighting — these are the three very important energy-efficiency functions performed by Hunter Douglas window fashions. To a degree, all our products serve at least one of these functions. Here's a quick review of the optimal Hunter Douglas “shades of green” for your particular needs.

A Clear Choice for Insulation



If you live in a climate requiring wintertime heating, insulating your windows is essential to conserve energy and cash. The most energy-efficient product choice is clear: Duette® Architella® honeycomb shades. Opaque Architella fabrics add approximately four points of R-value to windows. Depending on your climate, dressing your windows in Duette Architella honeycomb shades could save you hundreds of dollars a year.

Choices for Solar Heat Control



In addition to insulation, Duette Architella shades also provide excellent control of solar heat gain. If you live in a hot or moderate climate where wintertime heating is not a big concern, there are also other good product choices for solar heat control. One of our beautiful shadings or sheers with vanes that open and close can effectively reduce solar heat gain while adding transforming beauty to the room. White shutters work well, too, as do Vignette® Modern Roman Shades.

Best Choice for Daylighting



Shadings and sheers are top choices for making the most of natural light. In particular, the two layers of sheer fabric on Silhouette® window shadings provide the best diffusion and softening of harsh sunlight. The single layer of sheer fabric on Pirouette® window shadings and Luminette® Privacy Sheers also enhances daylighting when the vanes are partly or fully open. Sheer or translucent Duette honeycomb shades are also good choices.

Living Smart

Of course, there's more to facing up to today's energy challenges than choosing the right window fashions. Going green is about making small changes that can have a large impact: choosing to replace incandescent light bulbs with compact fluorescent models, which use up to 75% less electricity and last up to 10 times longer, for example; or choosing to drive less aggressively, which alone could reduce fuel consumption by about 15%.

Energy costs dollars — so the more energy we save, the fewer dollars we spend. Plus, by saving money and energy resources, we leave a healthier world to future generations. Living smart is the best choice for everyone.



WE ARE Hunter Green™

In this booklet, we've focused on a few of our most innovative energy-efficient designs, yet all our products provide green benefits. The chart below lists peak values for the most energy-efficient products within each of the Hunter Douglas brands. Your Hunter Douglas dealer can help you further narrow your choices to the window covering that's just right for your needs.

	Total R-Value with R-3.5 Window	Total SHGC with 0.76 Window	Daylighting Performance	Ultraviolet Protection (% UV Blockage)	GREENGUARD® Certified
HUNTER DOUGLAS DESIGN INNOVATIONS					
Duette® Architella® honeycomb shades	7.86	0.15	Very Good	99	Yes
Duette honeycomb shades	6.49	0.21	Excellent	99	Yes
Vignette® Modern Roman Shades	4.81	0.28	Good	99	Yes
Luminette® Privacy Sheers	4.36	0.20	Excellent	99	Yes
Pirouette® window shadings	4.19	0.24	Excellent	99	Yes
Silhouette® window shadings	4.05	0.30	Superior	99	Yes
Skyline™ Gliding Window Panels	3.74	0.27	Good	99	Select Styles
BLINDS					
Country Woods® wood blinds	3.94	0.29	Very Good	99	Yes
Chalet Woods® wood blinds	3.94	0.30	Very Good	99	Yes
EverWood® Collection alternative wood blinds	3.94	0.29	Very Good	99	Yes
Hunter Douglas Custom Vertical Blinds	3.94	0.19	Very Good	99	Yes
Modern Precious Metals® aluminum blinds	3.90	0.32	Very Good	99	Yes
SHADES					
Provenance® Woven Wood Shades	4.82	0.24	Good	99	Yes
Brilliance® pleated shades	4.68	0.17	Very Good	99	Yes
Designer Roller Shades	4.52	0.17	Good	99	Yes
Designer Screen Shades	4.25	0.32	Excellent	96	Select Styles
SHUTTERS					
NewStyle® hybrid shutters	6.01	0.17	Very Good	99	Yes
Palm Beach™ polysatin shutters	5.68	0.21	Very Good	99	Yes
Heritage® hardwood shutters	4.91	0.18	Very Good	99	Yes

NOTES:

- All values shown are the best values within each product line.
- R-values represent the total of a product's R-value and the R-3.5 value of a low-e double-glazed window. With R-values, higher numbers are better.
- Solar heat gain coefficients (SHGC) represent the combined total of the product and a standard double-glazed window, which has an SHGC of 0.76. With solar heat gain coefficients, lower numbers are better.
- All measurements of R-value, SHGC and UV protection were made with the product in the fully lowered position with vanes, slats or louvers fully closed.
- Measurements may vary based on window type and method of shade mounting. For insulation and solar heat control, fully recessed inside mounting is best.

~ The ~
**HUNTER DOUGLAS
ADVANTAGE**

Hunter Douglas offers the largest and most diverse collection of innovative, stylish and energy-efficient window fashions.

.....
Hunter Douglas continues to be a leader in developing advanced window fashion operating systems for enhanced child safety and ease of use.

.....
Hunter Douglas branded window fashions are designed and custom-assembled in the U.S.A. and Canada, and are backed by an exclusive Lifetime Guarantee.

.....
Hunter Douglas products are available nationwide at professionally trained and certified dealers and designers.

.....
For the very highest quality, insist on Hunter Douglas.

HunterDouglas

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