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LAUNCH OF NEW BFRC WEBSITE COMPLETES FIRST STAGE OF 2009 MARKETING CAMPAIGN

The British Fenestration Rating Council (BFRC) is launching its new look website from January. This marks the completion of the first stage of its 2009 marketing campaign that aims to grow the market for Energy Efficient Windows. This redesigned site not only supports BFRC registered users, it also provides householders with a definitive guide to Energy Efficient Windows.

The site now includes all the information that consumers need to make an informed choice when they are having new windows fitted as well as a directory of BFRC registered businesses – enabling them to select a suitable window installer in their area.

It also contains all the information that window companies need to start the registration of their products, plus marketing support and technical information for businesses already registered on the scheme.

Comments CEO Graham Hinett, "As the UK's national rating system it was imperative that the website reflected our status as the authoritative voice on EEWs. We recognise that consumers are using the internet to do their research before committing to any purchase so it was important that when they visited our site they could get all the information and guidance they need."

He adds, "This new look website is the first stage of the BFRC's marketing campaign. We are committed to spending over £100,000 supporting our registered users and helping them market their EEWs and associated A to E energy efficiency labels. We have a lot of exciting activity planned for 2009 that we feel will have a direct impact on growing the market. "

Since June 2006 when the Glass and Glazing Federation took over the British Fenestration Rating Council there has been a six-fold increase in registered businesses with more window companies registering products daily.

This campaign will substantially increase the benefits that window companies derive from being part of the scheme. A comprehensive support package will include supply of consumer leaflets, posters and POS materials and a Marketing Tool Kit exclusively available for registered businesses that will help companies to maximize the marketing and sales opportunities.

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“Already consumers use the A-E ratings system to select white goods - it is an easy to understand and highly recognisable label,” comments Hinett. “As the BFRC label appears on more and more window products it will become the touchstone for consumers looking to make energy efficient choices. Those products displaying a label will have a definite advantage over those who are not part of the scheme.”

Lister Trade Frames became a BFRC registered user in April 2006. It only sells energy rated windows – it has standardised its basic product on a B rating and was the first company in the UK to achieve an A rated window installation.

“The BFRC Window Energy Ratings scheme is the best thing to happen to our industry for years,” says Managing Director Mark Warren. “Being registered gives us the opportunity to show consumers the positive environmental impact that a double-glazed window can have.”

Hinett adds: “This campaign and the new look website reflects BFRC’s determination to drive the agenda on Energy Efficient Windows here in the UK. We aim to make the BFRC label synonymous with EEWs and as well known as similar energy efficiency labels such as those householders see on their new white goods purchases.” He continues: “So there has never been a better time to register your windows with the BFRC. The numbers of registered windows and companies that are part of the scheme is doubling every 12 months and we see this growth continuing for the foreseeable future.”

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For further information and photographs, please contacts:-

Simon Brookes, Borough PR, simon@boroughpr.co.uk

Susan Rowlands, Borough PR, susan@boroughpr.co.uk

Tel: 0207 378 3430

Catherine Hogan, GGF PR Department, chogan@ggf.org.uk

Tel: 0207 207 5864

Notes to Editors:

BFRC:

The British Fenestration Rating Council (BFRC) is responsible for Window Energy Ratings in the UK. This is with the support of all the window industry trade associations and a broad range of other bodies, including research organisations, professional institutes and the Energy Saving Trust, backed by the Government. For more information on the BFRC and its energy ratings system visit the website, www.bfrc.org or telephone its advice line, 020 7403 9200.