



BUILDING A BETTER APPROACH TO ENERGY SAVING UPGRADES

ENERGY SAVING TRENDS IN THE FACILITY DESIGN
AND MANAGEMENT INDUSTRY

PRESENTED BY SOLUTIA'S PERFORMANCE FILMS DIVISION



MARCH 2011

THE GREEN FACTOR



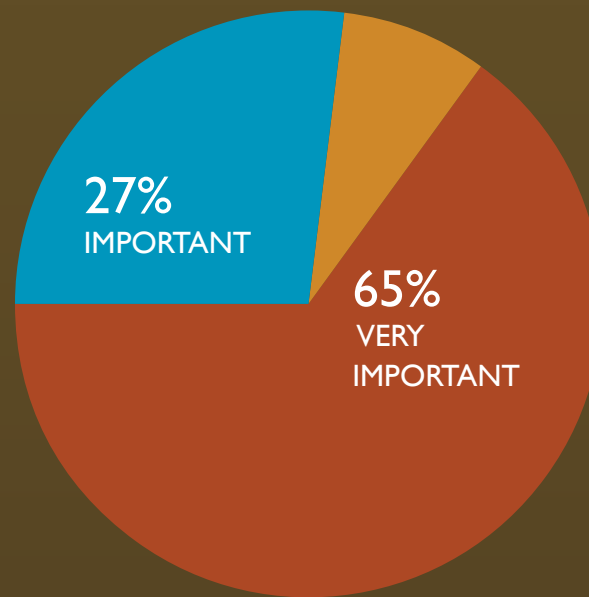
Within a relatively short period of time, the focus on being 'green' has transitioned from a niche aspect of the facility design and management industry to a standard consideration. The demand for residential and commercial facility managers, building designers and architects who are educated in energy savings measures and LEED® standards has grown at a rapid pace.

As the industry evolves, certain trends are emerging and with them comes knowledge of how to overcome barriers to implementing energy-saving projects.

Both industry trends and shared advice for overcoming these obstacles are explored in the following pages, as drawn from an independent study of industry professionals.*

*Statistics and conclusions featured in this document are drawn from a survey of 208 industry professionals commissioned by the manufacturer of Vista Window Film in December 2010 through February 2011. Survey results not scientific

MORE THAN 92% OF PROFESSIONALS BELIEVE ENERGY SAVING PRODUCTS ARE IMPORTANT TO THEIR PROJECTS

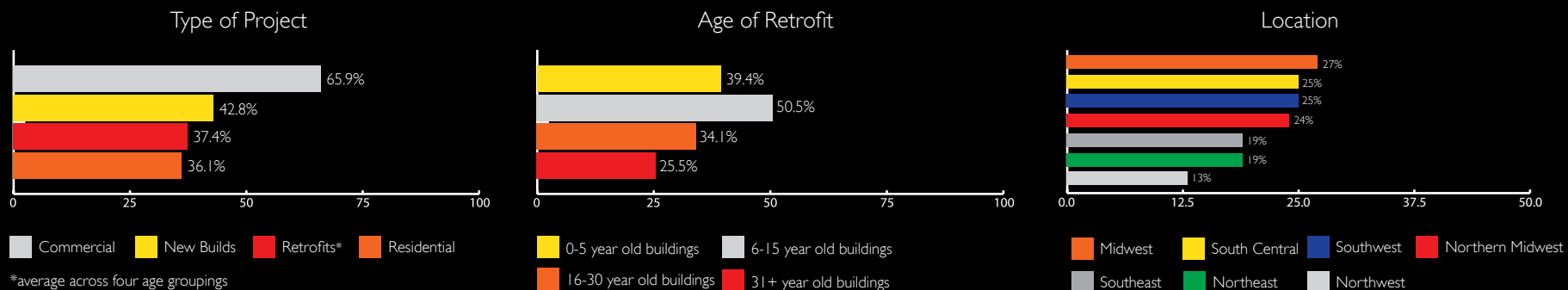


Importance of using energy-saving products in their buildings

MOSTLY COMMERCIAL OR RETROFIT PROJECTS IN METRO AREAS ACROSS THE COUNTRY

Majority of respondents' projects were either commercial or retrofit projects (5-16 years old). New builds were also common.

More than twice the project locations reported were in metro versus rural locations



TOP FIVE IMPROVEMENTS BASED ON RATE OF RETURN IN SHORTEST TIME

Respondents rated these improvements as having the highest rate of return in the shortest period of time.

1) CFL/ENERGY EFFICIENT LIGHTING

Why?

- Immediate savings
- No operator intervention required
- Usually pays for itself within 3 years
- Low initial investment
- High energy and O&M savings potential

2) OCCUPANCY SENSOR CONTROLS ON LIGHTING AND HVAC

Why?

- Easy way to cut usage
- Moderate initial investment
- High demand savings and moderate energy savings

3) HIGHER EFFICIENCY HVAC COMPONENTS

Why?

- High initial investment, but very high energy and demand savings
- Capital improvement to optimize efficiency to address the entire process
- Longer payback but very important

4) WINDOW FILM

Why?

- Easy solution with good payback

5) ENERGY MANAGEMENT CONTROLS

Why?

- Good lifecycle return
- Necessary for the clearest efficiency screenshot
- Immediate savings
- More management control

QUICK FACT

Within the next year, respondents were most likely to install CFL/energy efficient lighting or window films to improve their buildings.

The next most likely improvement was installing occupancy sensors on lighting or HVAC and upgrading weather stripping/caulking.

TWO BIGGEST BARRIERS TO IMPLEMENTING ENERGY SAVINGS PROJECTS

1. ROI and Cost

“There just isn’t enough budget for it”

“My CFO requires that return in terms of years is very short”

2. Internal and External Acceptance and Understanding

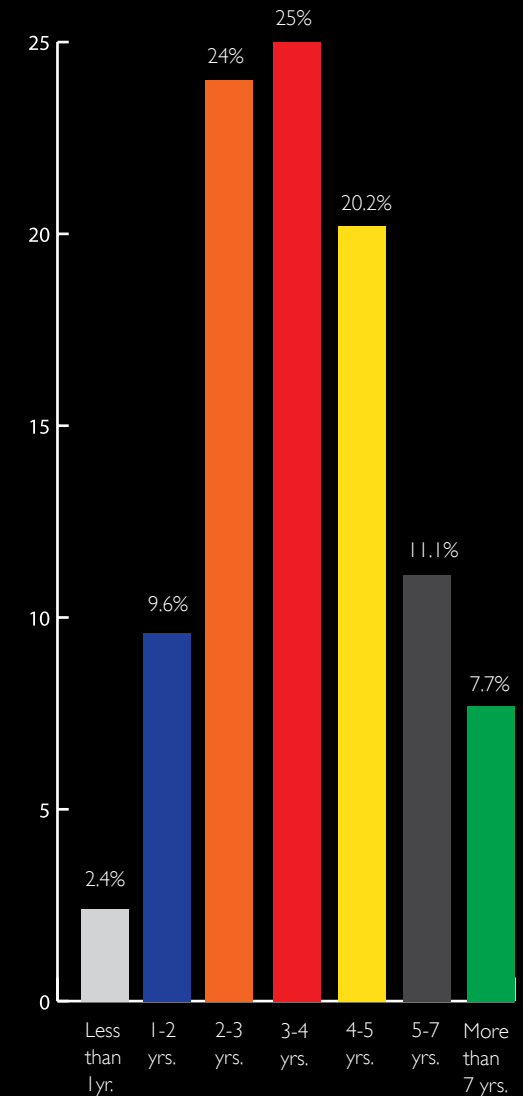
“It’s difficult to promote”

“The knowledge of the board is the top barrier to implementing energy-saving projects for my organization”

“My organization needs more training to remove the barrier”

THE TIME ALLOWANCE FOR PAYBACK OF INVESTMENTS IS SHORT

Maximum amount of time allowed for payback on an energy-savings upgrade



OVERCOMING THE ENERGY-SAVINGS OBSTACLES

1. Start with an Energy Assessment

This will identify your areas of greatest opportunity for savings

Quick Tip: Visit www.energystar.gov for a variety of tools that help assess your facility's energy performance and for advice on reducing energy use.

2. Create a long-term plan

Estimate energy savings based on potential improvements and how savings early in the plan can help fund improvements scheduled later.

3. Educate based on current losses rather than potential savings

Ensure your decision makers understand the opportunity loss of waiting until funds are available in a future operating budget. Often, the cost of financing now is less than the cost of delaying the project, particularly when projections account for annual cost increases for gas and electricity.

QUESTIONS? CONTACT US.

For more information about how energy saving measures, such as window film, might help you, contact [Heather Gronek](tel:800-345-6088) at [800-345-6088](tel:800-345-6088) or via email at hlgron@solutia.com.