



# **National Window Film Day**

## **A Step-By-Step Program On Making Impact In Your Market**



## ANTI-TRUST STATEMENT

- All attendees participating in a meeting where competitors are gathered should be sensitive to the fact that federal and state anti-trust laws apply both to individuals and companies.
- Therefore, discussion of the following topics should be avoided unless anti-trust counsel is present to advise during such discussions. These items include:
  - Pricing, costs, profitability, or terms and conditions of sales
  - Allocations of markets, customers, or territories
  - Limitations or restrictions of any market activity
  - Any participant in a gathering may request that a discussion cease immediately if that participant believes legal issues might arise from further such discussion.
- This webinar will be monitored by Darrell Smith, the IWFA Executive Director, who may intervene should any questionable issue arise



## To Pose A Question or Comment

- Please share your questions during the course of the presentation and the IWFA will do its best to address a question at the end of the webinar.
- Use the Chat box available on the webinar sidebar to type in a question or comment.
- The IWFA will do its best to respond in the Q & A period.



## Webinar Agenda

- Background On National Window Film Day (NWFD)
- Past Examples of NWFD Programs
- Marketing NWFD
- Free NWFD Content To get You Started
- Summary and Comments



# Background

## NWFD Background



NWFD is timed to ‘seed’ the market just ahead of the busy season for many dealers.

Begun in 2014 by the Members Action Committee of the IWFA, is an industry-wide program designed to elevate consumer awareness of window film’s many benefits by giving industry professionals a ‘backdrop’ to promote their business in a positive way.



# Past Examples of Local Ideas



# NWFD

## Social Media



Image

Happy National Window Film Day! Our Xlnt window film installers are experts in the industry. Providing excellence in quality and customer service, we pride ourselves in every single project we complete. Today marks National Window Film Day, allowing us to spread our love for window film and the benefits it provides including UV protection, heat rejection, privacy, and cost savings. [#nationalwindowfilmday](http://xlnttint.com/2019-international-window-film-day) <http://xlnttint.com/2019-international-window-film-day>



Image

Thank you all for participating in our giveaway contest to celebrate National Window Film Day and to help spread the word about the benefits of applying window film. • Congratulations to [@jt\\_thetintgod](#) on winning our [#nwfdjohnsongiveaway](#) contest! 🎉🎉🎉... [.#johnsonwindowfilms](#) [#nwfdjohnsongiveaway](#) [#winner](#) [#congratulations](#) [#installwindowtint](#) [#thankyouforparticipating](#) [#nationalwindowfilmday](#)

22 hours 3 35



Image

Today is national window film day and we just so happened to have the opportunity to tour the [@eastmanperformancefilms](#) plant in Martinsville Virginia. Thank you to Robert, Pam and Richard (and all the folks we met today) from [@lumarfilms](#) for setting it all up. It was so nice to meet our other dealer friends in person! Sid, Josh, Jason, Andrea and Nick at [@genesishwindowtinting](#) [@sunbusterstint](#) and [@customtints\\_wentzville](#) [#lumarwindowfilm](#) [@lumarhome](#) [#windowtint](#) [#nationalwindowfilmday](#) [#distinctive](#) [#windowfilm](#) [#ppf](#)

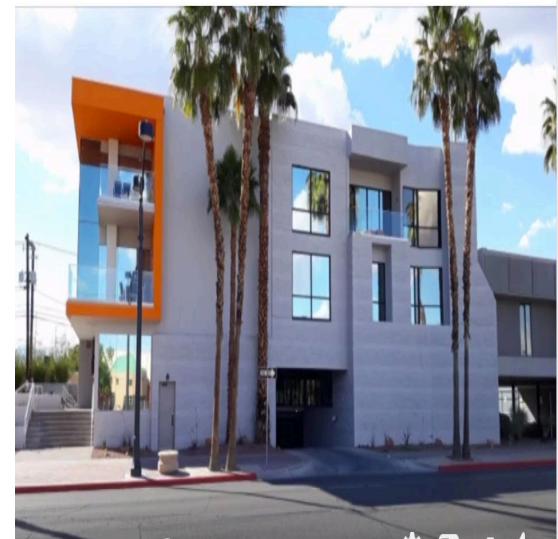
18 hours 3 23



Madico, Inc.

Yesterday at 11:30 AM · 🌐

Happy [#NationalWindowFilmDay](#)! Thank you to everyone who participated in our Dealer INSTALLATION INSPIRATION Photo Contest! We received great pictures of installations, and choosing the winner was not easy. Congratulations to Veronica and Jim DeFevre, owners of Millennium Tints in Las Vegas. They chose to use [#Optivision5](#) for their project, selected because of the clarity, color, heat and glare reduction, in addition to enhancing the appearance of the building.





# NWFD

## Social Media



Image

Happy  
[#nationalwindowfilmday](#) ! Our favorite day of the year! Starting today when you have over 100 sq ft of Window Film installed you will get \$100 off! All you have to do is show us that you are following us on social media! This offer will continue for the entire month of May! [#windowfilm](#) [#allspecsuncontrol](#) [#pontevedra](#) [#jacksonville](#) [#northflorida](#)

1 day 0 5



Image

Window film is a cost-effective way to control energy use, provide safety benefits and protect your skin, family and furnishings. Find out how our wide array of film options can benefit you! [www.apwfilm.com](http://www.apwfilm.com) [#nationalwindowfilmday](#) [#solarfilms](#) [#lumarwindowfilm](#) [#vistawindowfilm](#)

1 day 0 5



Image

[#residential](#) Window Film offers energy efficiency, UV protection and stops fading for furnishing and wood floors. 20% Discount for residential installation. Contact us at (708) 535-9800. National Window Film Day April 30 [#iwfa](#) [#nwfd](#) [#windowfilm](#) [#tinting](#) [#windows](#) [#glass](#) [#news](#) [#education](#) [#chicagoland](#)

2 days 0 10



Image

Backed by innovation, technology and science, 3M Window Film assists to lower your overall carbon footprint, save you energy costs, protect you from UV rays, and provide you an added layer of security. This [#nationalwindowfilmday](#), [#gogreen](#) with [#3m](#). [#sustainability](#) [#greenliving](#)

17 hours 0 5

# NWFD

## Social Media



Image

Be a hero this National Window Film Day! 🦱🦱. Help balance the universe and defeat the negative affects of UV Rays out of existence with window tint! 🌞🔥. Did you know window film helps block heat, stops furniture from fading, and reduces UV rays that cause skin damage? . Learn about the benefits of window tint and how it is a more affordable option vs. replacing your windows: link in bio! . . . #beahero #avengers #avengersendgame #movies



Image

Happy Window Film day everyone! We are offering a 10% discount on all online orders placed today and tomorrow! Take advantage of this great opportunity 🙌🕶️ #windowfilmday #teamarmolan



Video

What's the best way to celebrate National Window Film Day? With an Orange Mocha Frappuccino! . (Since those were unavailable this morning at our local @starbucks , S'more's Frappuccinos will have to do) #zoolander

1 day 2 17



Image

DID YOU KNOW: There are many benefits of professionally installed window film. Window film adds energy efficiency and indoor temperature comfort. Our Select Pro/Vista window films block up to 99.9% of the sun's harmful rays. Visit [www.apwfilm.com](http://www.apwfilm.com) to learn more! Call APWFilm to schedule an installation on April 30th, 2019 and you could receive a special gift! #nationalwindowfilmday #windowfilm #llumar #windowfilms



# NWFD – Celebration

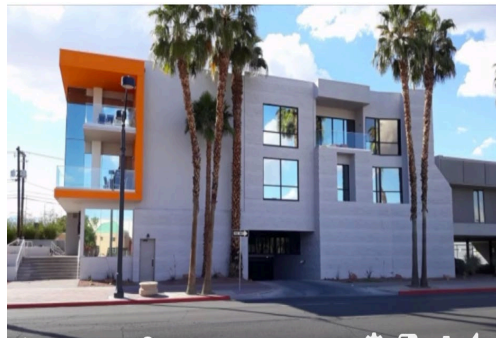


SolarGard @SolarGard · Apr 30  
Happy #WindowFilmDay! #April30th



Madico, Inc.  
Yesterday at 11:30 AM · 🌐

Happy #NationalWindowFilmDay! Thank you to everyone who participated in our Dealer INSTALLATION INSPIRATION Photo Contest! We received great pictures of installations, and choosing the winner was not easy.  
Congratulations to Veronica and Jim DeFevre, owners of Millennium Tints in Las Vegas. They chose to use #Optivision5 for their project, selected because of the clarity, color, heat and glare reduction, in addition to enhancing the appearance of the building.



Scorpion Window Film  
23 hrs · 🌐

Congratulations John McKinney!! Thanks to everyone that participated and make sure to keep an eye on our page for more fun!! #WindowFilmDay #NationalWindowFilmDay #Scorpion #Contests #win



American Window Film Retweeted



IWFA @IWFAinfo · Apr 30

Governors and Mayors across the nation have proclaimed TODAY as National Window Film Day! Find out why? #Architects #Contractors #windowfilm #facilitymanager Inkd.in/eTYiK9N

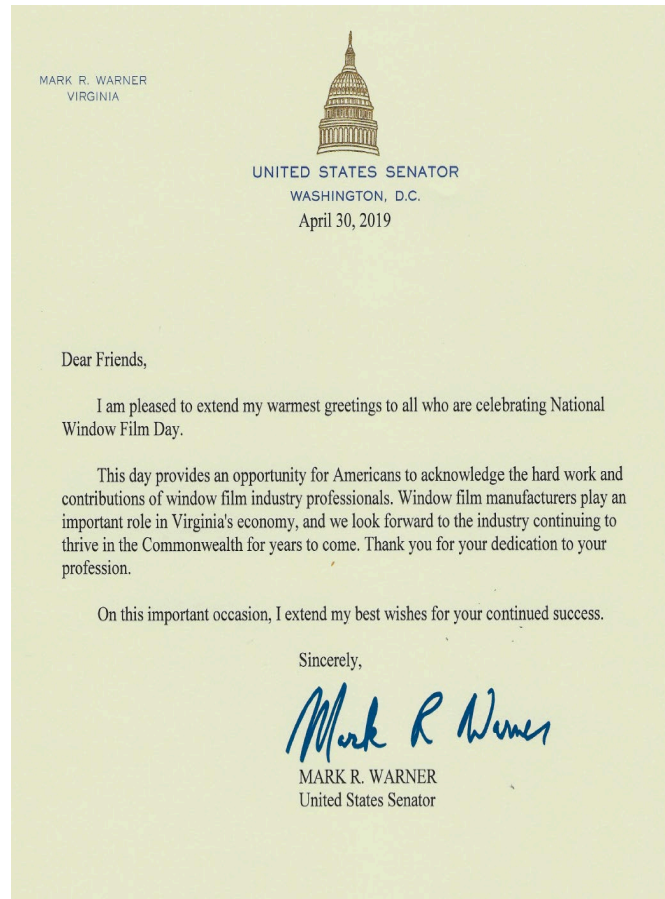


Happy National Window Film Day 🇺🇸  
from All of Us at American Window Film, Inc.  
🏠 🌞 🏡 🌧️ 🌱 ... See More



# NWFD - Proclamations

Known proclamations include Louisiana, Virginia, Hawaii, North Carolina, Delaware, Massachusetts, Alabama, Illinois, Chicago, Pennsylvania and Rhode Island. US Senator Warner sent a recognition letter.





# Marketing NWFD



# National Window Film Day-Marketing

---



When you think of April what comes to mind? April fools, spring, flowers, maybe all of the above right? For us in the window film industry, we think of the International Window Film Association's (IWFA) National Window Film Day.





Offer consumer discounts for confirmed sales between March x and May







## Start a contest on Facebook



**TO ENTER THE DRAWING:** Leave a message **BELOW** this blog post in the comment section that includes your name, city/state & the reason you need film! OR you may visit our [Facebook page](#) & leave a comment there with the same info. Thanks for visiting our blog & entering the contest... read on to learn more!

As a part of Window Genie's dedication to communicating the importance of each of our services, we have chosen to participate in celebrating National Window Film Day on April 30th... and we hope you'll join us! Announced by The International Window Film Association (IWFA), National Window Film Day is, "a day of public education focusing on a cost-effective solution to reducing energy costs in homes, protecting skin and home decor from the sun's damaging UV rays and to promote window safety."

You may have [read](#) that we recently [partnered](#) with 3M™ - Seeing the potential to quickly and effectively penetrate the residential market by partnering with a well-established home service business such as Window Genie, 3M™ agreed to partner with our franchise system, developing the Envision™ line of window film that includes Clear View, Glare Control, Sun Block and Shade. The film options range from 70%-40% for total solar energy rejection, a quality which stands to save homeowners significantly on their utility bills.

**We're so excited to roll out this new line of film and introduce the benefits to all our loyal customers... so we're giving away a \$1,000 film job to one lucky winner!**





## Run An Ad In Local Media



**NU-VUE®**  
WINDOW FILMS, INC.  
*Improving Your Windows!*

**15% OFF THROUGH APRIL 30**  
CALL AND BOOK AN APPOINTMENT TODAY

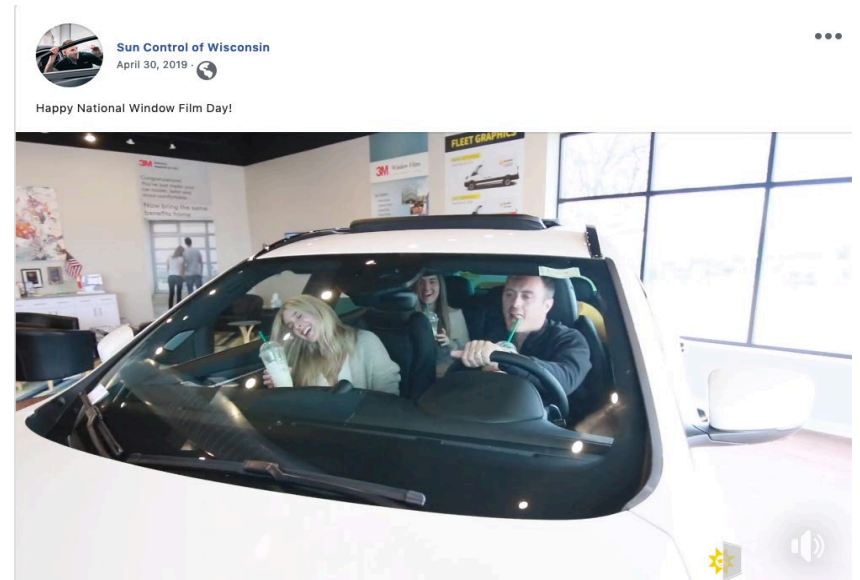
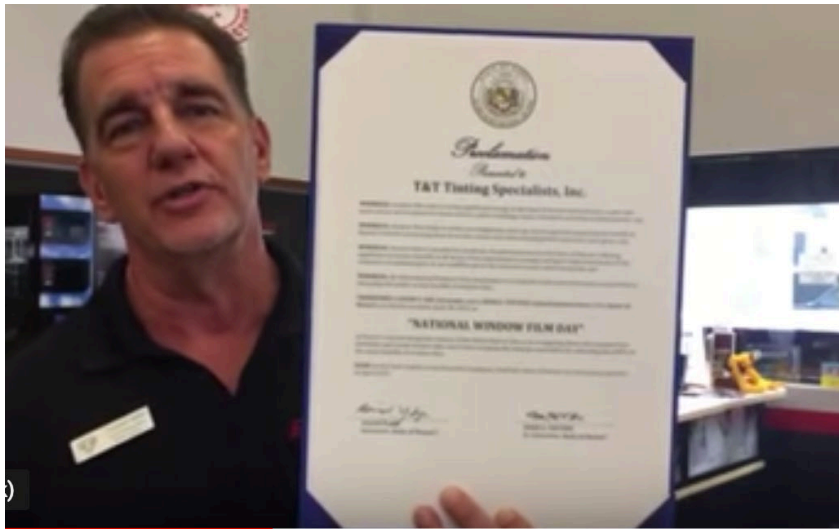
**619-663-3664**  
[ApprovedHomePros.com/nuvue](https://ApprovedHomePros.com/nuvue)

License #689176

The advertisement is a vertical rectangular graphic with a white background and a blue border on the right. It features the NU-VUE logo at the top, followed by the company name and a handwritten-style tagline. The main offer is a 15% discount through April 30, with a call to action to book an appointment. The phone number and website are prominently displayed in blue, and a small license number is at the bottom.



## Record Short Video





## Make and Publicize A Donation



(Photo: Provided)



### COCOA

#### Company helps with hunger project

JAG Window Tinting, Cocoa, assisted in getting 3M, a manufacturer of window treatments, to donate \$1,500 worth of window film for The Children's

Hunger Project, located in Cocoa.

JAG Window Tinting installed the window treatments earlier this week.

Including the donated film, the total value of this donation is \$8,400.

The Children's Hunger Project provides kid-friendly food packages to elementary school students who would normally come to school hungry on Monday mornings. Improved nutrition, on the weekends enable at "at-risk" children to be better prepared to participate in their education.



## Offer Free Energy Survey or Audit

### Fort Worth Energy Audits and Window Film: Frequently Asked Questions

Fort Worth commercial and residential property owners are always asking questions regarding energy audits and energy efficiency. Finding ways to lower bills is always a priority among all property owners. Many wonder what exactly an energy audit entails and how it can benefit them. Energy audits are a great way to understand what your property's typical energy consumption is during any month as well as your specific usage and habits. Understanding ways window film can improve energy conservation based on your energy audit can be highly advantageous. Energy Audit Process for Your Fort Worth Property One of our energy efficiency experts ...



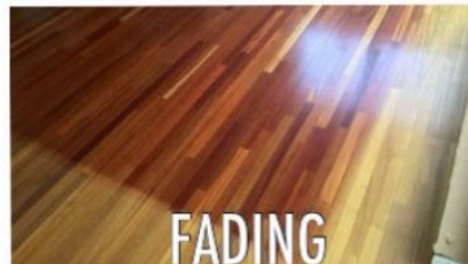
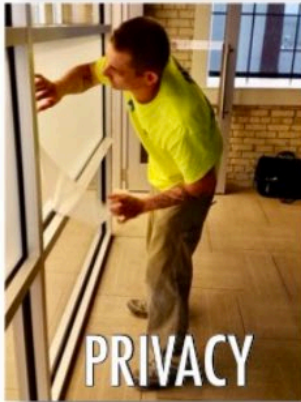


# National Window Film Day-Marketing



NATIONAL  
**WINDOWFILM**  
DAY APRIL 30TH

# National Window Film Day-Marketing



NATIONAL  
**WINDOWFILM**  
DAY APRIL 30TH



# National Window Film Day-Marketing



NATIONAL  
**WINDOWFILM**  
DAY APRIL 30TH



## NWFD – Five Things To Do This Week

- ✓ Download the NWFD materials from the IWFA website – read them
- ✓ Appoint a NWFD Captain on your team to drive activities
- ✓ Customize the NWFD materials and deliver Proclamation request to top public official in person
- ✓ Decide what ideas from today's webinar may work in your market
- ✓ Draft a count-down plan starting back from April 30 with action items



# **Free Content To Help You Get Going**



## NWFD Assets – What's Available?

**The following materials are posted on the IWFA website under ‘News & Events’ – last tab: ‘National Window Film Day’**

- ✓ News Release: promoting NWFD *AND* the cost-effectiveness of window film over window replacement. More details to follow.
- ✓ Proclamation: The IWFA has reached out to Governors across the USA seeking proclamations. More details to follow.
- ✓ Blog or article: may be customized and placed on distributor, dealer website. More details to follow.
- ✓ NWFD Logo and NWFD Logo and Photo combined. More details to follow and NWFD Logo as a stand alone. More details to follow,
- ✓ NWFD Infographic or customizable ad or hand-out. More details to follow.



## NWFD Assets – News Release

Note the YELLOW highlighted areas in the news release are to be replaced with information as specified. Remove the yellow highlight once you have done this.

Go to your local news outlet/s in person and ask to see an editor to drop off this information. Get the editor's name from receptionist. Include your Business Card with the news release. Next day call the editor to see if they received it and ask to be interviewed about it. It is NOT advertising, it is a News Item.

### ***Save Energy and Money Faster With Window Film***

*National Window Film Day on April 30 Points to a Gap  
In Savings From Replacement Windows Versus Window Film Benefits*

In celebration of National Window Film Day on April 30th, {DEALER} is working with The International Window Film Association (IWFA), a nonprofit trade association, to raise public awareness on the benefits of window film as a cost-effective, energy saving solution.

"Window films professionally installed on structurally sound single or double-pane windows may reduce energy consumption by as much as 30 percent, while the installation cost may be 91.5 percent less than putting in new windows," according to the nonprofit International Window Film Association (IWFA).

The assessed value of adding 20 new energy efficient windows in California for example may range from \$10,220-\$18,580 based on a [2019 building assessors](#) manual listing [\\$511-\\$929 for each window](#). Annual energy savings for the replacement of existing windows in a home is from \$27-\$111 for dual-pane windows and \$126-\$465 for single-pane windows, according to the U.S. Department of Energy ([DOE](#)).

This means it may take decades to financially justify window replacements based on energy savings alone. Alternatively, window films offer advanced energy savings and other benefits and can be quickly installed at a fraction of the cost of replacement windows, often with a return on investment in under three years. Window films are rated by the same standards as replacement windows by the National Fenestration Rating Council ([NFRC](#)) where the ratings can be verified for free.

Located in {CITY, STATE}, {DEALER}, is a qualified member and installer that is affiliated with the IWFA, a nonprofit industry trade organization representing the manufacturers, distributors and dealers of window film. "We are excited to be a part of the National Window Film Day initiative," said {NAME}. "It is important to share the news that making your home more energy efficient, doesn't have to cost a lot!"

As part of National Window Film Day, the IWFA is offering several free booklets on the energy savings and health benefits of window film, as well as informational videos and articles on [www.iwfa.com](http://www.iwfa.com).

###



## NWFD Assets – Blog

Blogs contribute to your SEO and authority in the community. This is an example of content for NWFD, but why blog only once a year on your website? Hopefully you have one!.

You can use the content from this blog for NWFD and customize it in the areas that are highlighted yellow.

Keep repeating the theme of window replacements don't have the ROI that window film does for windows in good shape.

### *Save Energy and Money Faster With Window Film*

*National Window Film Day is on April 30<sup>th</sup>, a day of public education focusing on how homeowners and businesses can save on cooling and heating costs, protect their skin and home decor from the sun's damaging UV rays and to promote window safety.*

*Instead of having to replace structurally sound windows, a simple, yet cost-effective solution is to apply a thin layer of window film. Window film can be visibly clear or nearly impossible to see through from the outside.*

*The assessed value of adding 20 new energy efficient windows in California, for example, may range from \$10,220 to \$18,580 based on a 2019 building assessors manual listing \$511 to \$929 for each window. Annual energy savings for the replacement of existing windows in a home is from \$27 to \$111 for dual-pane windows and \$126 to \$465 for single-pane windows, according to the U.S. Department of Energy. This means it may take decades to financially justify window replacements based on energy savings alone.*

*Fortunately, there's an alternative. Window films offer advanced energy savings and other benefits and can be quickly installed at a fraction of the cost of replacement windows, often with a return on investment in under three years.*

*"Window films professionally installed on structurally sound single or double-pane windows may reduce energy consumption by as much as 30 percent, while the installation cost may be 91.5 percent less than putting in new windows," explained Darrell Smith of the nonprofit International Window Film Association.*

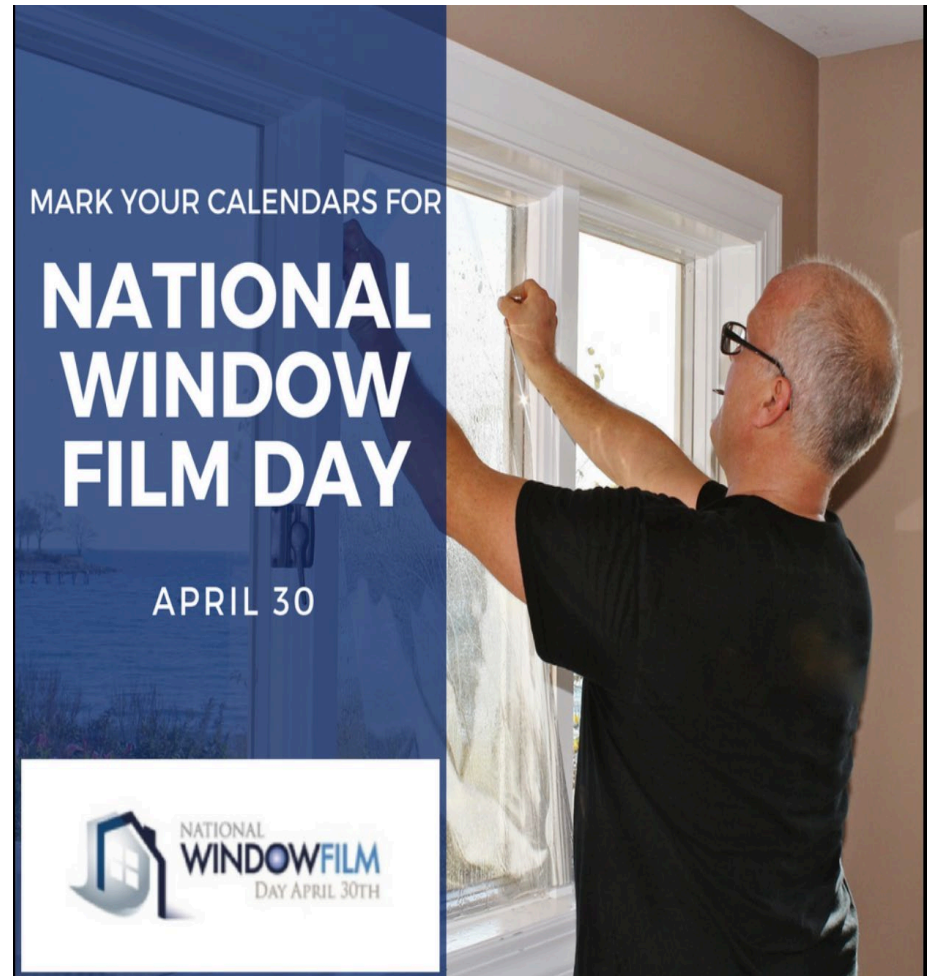
*"Window film can reduce energy consumption by reducing solar heat gain, reduce the homeowner's carbon footprint and allow them to enjoy natural light without the negative impact of harsh glare and UV exposure," (INSERT DEALER NAME AND TITLE). Please visit the nonprofit organization website at: [www.iwfa.com](http://www.iwfa.com)*





## NWFD Assets – Logo & Photo Combo

The logo for NWFD is on the IWFA website under the National Window Film Day tab. But you may want to take an ad, or create a Facebook posting for NWFD. This graphic can help you do that. You can replace the logo in the lower left corner of the image with your contact details. Or, use it as an image in a ConstantContact email to customers. The photo shows window film being installed and educates on the process.



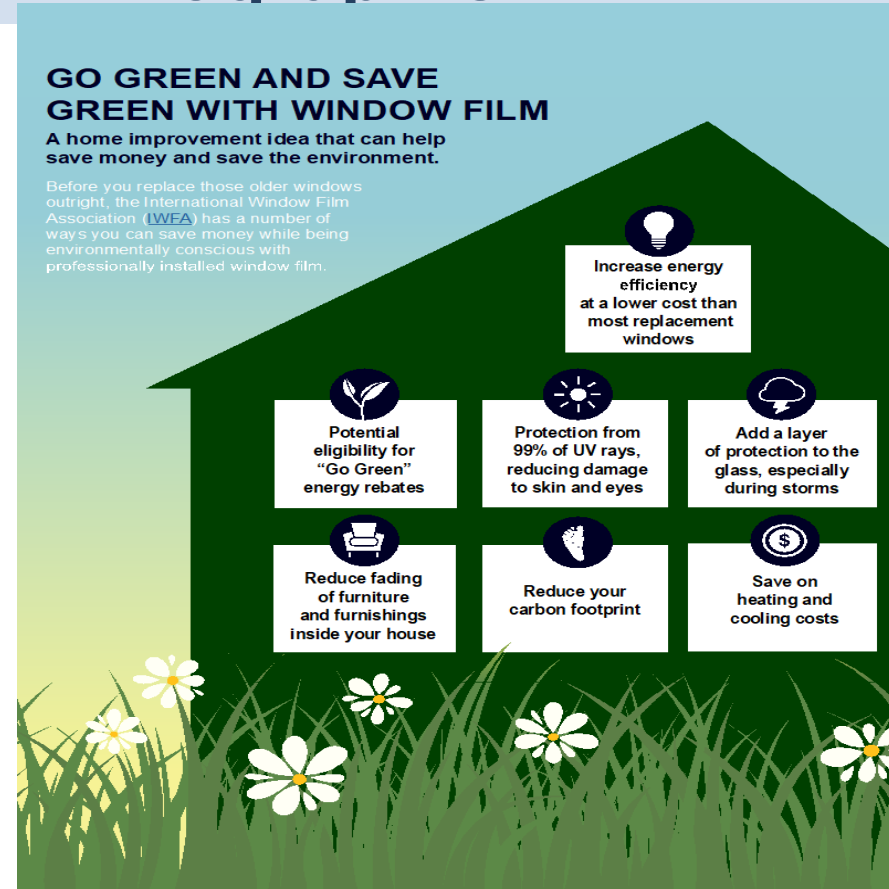


## NWFD Assets – Infographic

InfoGraphics visually explain with words and images a story that you want to tell. They can be used in blogs, websites, ads and news stories.

This InfoGraphic capitalizes on both NWFD and also Earth Day.

The 'Go Green' theme emphasizes window films energy savings benefits PLUS, how they may contribute to lowering carbon emissions.



Learn even more about how you can go green and save green on April 30<sup>th</sup> — [National Window Film Day!](#)



# Summary



## Summary and Q & A

NWFD is timed to kick-off the beginning of the busy season for window film dealers. Use the day as a sales and marketing focus to generate leads and excitement.

In the future, there may be additional focus on working with a charitable group to underscore the benefits of window films – such as nonprofit daycare program, or providing ‘tint’ on a vehicle for someone with skin cancer who ordinarily can’t afford ‘tint’ – working in conjunction with a dermatologist.

QUESTIONS?