



Marketing Bulletin

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Give Homeowners Added Incentive to Replace Old Windows! Promote the Stimulus Bill Tax Credit of up to \$1,500

Dear Valued Partner:

Replacing old windows and doors with ENERGY STAR qualified products can save homeowners hundreds of dollars each year in heating and cooling costs. ENERGY STAR (www.energystar.gov) distinguishes energy efficient products which will pay homeowners back in lower energy bills within a reasonable amount of time.

Now, with the **new federal energy tax credit**, there is an additional incentive of up to **\$1,500** toward the purchase of windows installed in 2009 and 2010. Unlike a deduction, a tax credit provides savings because it reduces the amount of a homeowner's income tax.

Most of the Ply Gem Replacement Series (formerly branded: GrandView 3000, 4000, and 5000; Napco Window Systems 2500 and 3500; and MW 1300 and 1400) products with HP (Low-E and argon fill) or higher glazing options meet or exceed the new Stimulus bill requirements of a **maximum 0.30 U-value and a maximum 0.30 SHGC**. Our Premium Series HPMax triple glazed product options far exceed these requirements; for example **Double Hung values 0.23 U-value, and 0.25 SHGC**. The NFRC label attached to Ply Gem Windows is sufficient for tax credit purposes. The IRS recommends that homeowners keep the label with their records. Also, you can provide a manufacturer's certification to homeowners for tax credit confirmation. The certificate will be available on our web site shortly.

*For more information, go to the Internal Revenue Service's website at www.irs.gov.

