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Eco-friendly Home Concerns Don't Match Buying Behaviors

Survey results validate need for more energy neutral product solutions for homeowners

ROSEVILLE, MINN. (August 15, 2007) – It's no secret that homeowners have "green" on the brain. With energy efficiency rebates and a number of different green products on the market, homeowners are showing concern for eco-friendly home upgrades.

In fact, according to a recent market research survey on U.S. Residential Awning Usage, conducted by Harris Interactive Inc. and commissioned by the [Professional Awning Manufacturers Association \(PAMA\)](#), nine out of ten homeowners are concerned about saving money on energy costs for their home, while three-fourths are concerned about reducing air conditioning costs.

"Money and energy costs were top concerns for homeowners, which goes hand-in-hand when selecting new products for homes," said Michelle Sahlin, managing director, PAMA. "However, the study also revealed that although people are concerned about being environmentally friendly, many homeowners are complacent and unwilling to allocate funds to projects that help conserve energy."

In fact, the survey found that if homeowners had the money to spend on their backyard, almost one in five would get a new deck, spa or hot tub – items that don't promote energy efficiency or sustainability.

"We're all concerned about our carbon footprints, yet we're having a hard time spending the money to take positive action," said Sahlin. "With energy neutral products, like awnings, homeowners make the initial purchase and can then reap the energy efficient benefits over time."

PAMA promotes the use of other energy conservation devices such as therma-cool barriers, draft stoppers and low flow shower heads that use no electricity to conserve energy.

Blending function, style and sustainability, awnings cool the home's interior during hot summer weather while reducing electricity usage. Below are some ways awnings achieve neutral, sustainable home living:

- When located above windows and patio doors, awnings can provide benefits to people living without air conditioning by reducing inside temperatures by as much as 8 to 15 degrees.
- Outdoor window and door shade products, such as awnings, reduce direct solar gain through home windows. This is important because solar radiation through glass is responsible for nearly 20 percent of the load on an air conditioner. Additionally, the ability of awnings to limit the sun's rays through glass directly reduces the impact of global warming from greenhouse gas emissions.
- While awnings on individual homes can reduce air conditioning usage and costs, when a neighborhood collectively uses awnings, the entire community benefits. The collective reduction of energy usage reduces the overall demand on the energy infrastructure, subsequently preventing black outs.

For more information about the benefits of awnings and a list of nearby awning manufacturers, please visit www.awningstoday.com/survey.htm

About IFAI

The Industrial Fabrics Association International (IFAI) is a not-for-profit trade association with more than 2,000 member companies representing the international specialty fabrics marketplace. Member companies range in size from one-person shops to multinational corporations. Members' products span the entire spectrum of the specialty fabrics industry, from fiber and fabric suppliers to manufacturers of end products, equipment and hardware.

About PAMA

The Professional Awning Manufacturers Association (PAMA), a division of the Industrial Fabrics Association International (IFAI), is the only international trade association committed to the awning industry. PAMA membership is open to companies who are current members of IFAI and manufacture or sell awnings, as well as those who supply goods/services to the awning industry.

PAMA maintains two Web sites – www.awninginfo.com, which focuses on association members and commercial awning use, and www.awningstoday.com, which educates consumers about awnings and awning benefits.

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