

Your Protection Guide to Buying Windows

*6 things Every Homeowner Should Know
Before Choosing a Window Company*



WINDOWS
NOW

1. Protect Your Investment With a Strong Manufacturer Warranty

Why this matters

Buying new windows is a significant investment. The long-term value of that investment depends on the strength and clarity of the manufacturer's warranty.

Consumer Protection

Focus on the manufacturer's warranty, not marketing language.

- Confirm the windows are covered for as long as you own the home
- Make sure the warranty is transferable at least once to the next homeowner
- Ask how long "lifetime" actually means — in Ohio, it is often defined as seven years

What a Strong Warranty Should Cover

- Seal failure that causes foggy or cloudy glass
- Glass breakage protection (when offered)
- Frames, hardware, locks, and operating components
- Clear explanation of how claims are handled

Why this protects you

A clear, long-term, transferable manufacturer warranty protects you from unexpected costs and adds value when you sell your home.

Created by Scott DeBruler, owner of Windows Now — serving the Cincinnati region for over 30 years in construction, window and door installation, and home performance.

2. Efficiency Starts With the Glass and the Strength of the Window

Why this matters

Energy efficiency isn't one feature — it's the result of how the glass package, frame strength, and air sealing work together. If any one of these is weak, comfort and efficiency suffer.

Consumer Protection

Glass Package

The largest part of any window is the glass. For homes in our region, triple-pane glass provides the best balance of comfort and efficiency. Some manufacturers also offer enhanced UV protection within the glass package, which helps:

- Improve indoor comfort
- Reduce energy loss
- Protect furniture, flooring, and interior finishes from sun damage

Frame Strength (Design Pressure Rating)

The strength of a window frame is measured by its Design Pressure (DP) rating, which indicates how well a window resists wind and structural stress.

Look for:

- DP 50 or higher as a strong benchmark for a quality window

A stronger frame flexes less under pressure (when the wind blows), which directly impacts performance.

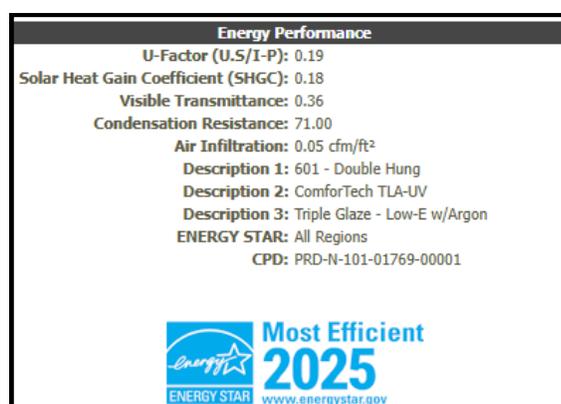
Air Infiltration

Frame strength directly affects how well a window seals. Less flex allows the weatherstripping to stay tight, creating a better air seal.

Look for an air infiltration rating of 0.05 or lower — the lower the number, the less outside air enters your home.

Why this protects your comfort and efficiency

A window with high-performance glass, a strong frame, and low air infiltration delivers better comfort, lower energy bills, and more consistent performance over time.



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3. Demand Verified Performance Ratings

Why this matters

Terms like “energy efficient” don’t mean much without real, measurable data. Window performance should be verified through standardized testing — not marketing language.

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Compare windows using published performance ratings, not general claims.

Look for verified values such as:

- U-Factor — how well the window insulates
- SHGC (Solar Heat Gain Coefficient) — how much solar heat enters your home
- Air Infiltration — how much outside air passes through the window

Ask to see the actual numbers and compare them side by side.

Performance Transparency

Every manufactured window has a Certified Product Directory (CPD) listing through the National Fenestration Rating Council (NFRC).

Ask for:

- The product’s NFRC listing
- The CPD number
- The climate zone it qualifies for

A reputable manufacturer should be comfortable providing this information.

Why this protects you

Verified performance ratings remove guesswork and allow you to compare products using real data — not sales language. Transparency builds confidence and ensures you’re evaluating measurable performance.

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4. Spacer & Edge-Seal Technology Is Critical to Long-Term Performance

Why this matters

The edge of the glass unit is where most long-term window failures occur. Heat loss, condensation, and seal failure typically begin at this point.

Consumer Protection

High-performance windows use a warm-edge glazing system with a non-metal spacer and dual-seal construction to reduce stress at the glass edge.

Systems such as a Super Spacer® warm-edge system are designed to:

- Eliminate conductive metal at the glass edge
- Flex with temperature changes instead of stressing the seal
- Maintain a durable seal between panes

What Homeowners Should Look For

- A non-metal warm-edge spacer (not aluminum or steel)
- A flexible spacer system that adapts to expansion and contraction
- Dual-seal construction that keeps insulating gas in and moisture out
- Use in triple-pane and high-efficiency glass packages

Why this protects you

Strong spacer and seal technology reduces the risk of fogging, condensation, and premature glass failure — helping the window maintain clarity, efficiency, and long-term performance.

Double Pane

COMFORTECH™ GLASS PACKAGES



Triple Pane

COMFORTECH™ GLASS PACKAGES



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5. A Comfortable and Transparent Buying Experience Matters

Why this matters

Buying windows is a significant decision. You should feel informed, comfortable, and in control — not rushed or pressured.

When pricing or timelines are unclear, urgency can replace clarity. That makes it harder to evaluate options objectively.

Consumer Protection

Look for a company that provides:

- Clear, straightforward pricing
- Time to review and compare options
- A process that allows you to move forward at your own pace

Be cautious of offers that sound unusually generous without clear explanation, such as:

- “Buy one, get one free”
- “Free installation”
- “Free glass upgrades”
- Large discounts tied to same-day decisions

Ask how the pricing is structured and what the original price was before the promotion. A transparent company should be able to explain how the numbers work without pressure.

You should never feel obligated to make a decision before you're ready.

Why this protects you

A transparent, pressure-free buying process allows you to make decisions with clarity and confidence. When you control the pace and understand the pricing, you're more likely to choose what's right for your home — not what feels urgent in the moment.

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6. Installation Should Follow a Clear, Standardized Process

Why this matters

Even the highest-quality window can underperform if it is not installed correctly. Installation affects air sealing, water protection, structural stability, and long-term durability.

A window performs best when the installation follows a consistent, well-defined process.

Consumer Protection

Ask how the installation is performed.

A professional company should be able to clearly explain:

- How the window opening is prepared
- How air and water are sealed around the frame
- How insulation and flashing are applied
- How the window is secured, leveled, and weatherproofed

If the process cannot be explained clearly and simply, it may not be standardized.

What to Look For

- Clear steps for moisture protection and air sealing
- Practices designed to protect the structure of your home
- Installation procedures that support the window's performance ratings

Why this protects you

A standardized installation process helps ensure the window performs as designed, protects your home from future damage, and preserves the long-term value of your investment.

Final Thought

A well-built window should deliver comfort and peace of mind — not confusion. Use this guide to ask better questions, compare confidently, and protect your home and investment.

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