



# EXPERTS PREDICT A DEMAND FOR INCREASED THERMAL PERFORMANCE OF WINDOWS

Stricter energy codes and a strong remodeling sector work in vinyl's favor.

With energy codes calling for ever-more airtight homes, expect unprecedented innovation in the vinyl market.

Experts from [Home Innovation Research Labs](#) cite vinyl's durability factor compared to wood when predicting explosive growth in the vinyl market. Innovations in vinyl have bolstered the sector, with vinyl windows now the largest category for both remodeling and new construction. Vinyl began its uptick in new construction 10 years ago, following a surge in vinyl use in residential remodeling 20 years ago.

In addition to being more resilient, vinyl products intrinsically have higher R values than wood.

Deceuninck's Revolution Tilt & Turn and Revolution XL, for example, can achieve thermal performance levels in the rare and elusive range of R-7 and beyond.

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*Deceuninck Commercial is a unique performance-based alliance of window manufacturers that provides a range of solutions, including the Revolution XL® system for maximum daylight and minimum bulkiness. The group leverages their commercial market business model behind the power of Deceuninck, a global leader in PVC window and door development.*

For more information contact:  
**sheldon.kahan@deceuninck.com**  
**513-649-0243**

