



The vinyl word in windows

More than a trend: The future of vinyl windows.

Inside our industry, the benefits of vinyl building products are obvious, but it's always gratifying when respected professionals from other sectors speak to the future of vinyl innovations. The recent [VINYLTEC 2019](#) conference focused on the "megatrends" in vinyl and opportunities in the construction industry.

Home Innovation's director of market research, Ed Hudson, [presented market data](#) that touched on labor concerns across the industry. The downturn in spending for home construction has caused many skilled workers to leave the industry, so easy-to-install products are very important in the current landscape. The pressure is on to use products that look great but can be installed by unskilled labor, Hudson said during the VINYLTEC conference.

Period	National RMI
1 st Qtr. 2017	58
2 nd Qtr. 2017	55
3 rd Qtr. 2017	57
4 th Qtr. 2017	60
1 st Qtr. 2018	57
2 nd Qtr. 2018	58
3 rd Qtr. 2018	58
4 th Qtr. 2018	57
1 st Qtr. 2019	54
2 nd Qtr. 2019	55
3 rd Qtr. 2019	55
4 th Qtr. 2019	58

Source: NAHB Economics Group: Remodeling Market Index quarterly survey of remodelers. Based on 222 responses (01/14/20)

Other factors favoring vinyl include stricter energy codes and a strong remodeling sector, which will trigger more sweeping innovation in the coming years, Hudson predicts.

"I foresee that in the coming years, the thermal performance of windows must and will increase."

– Ed Hudson, Director of Market Research, Home Innovation

Home Innovation Research Labs is a subsidiary of the National Association of Home Builders (NAHB), which provides quarterly insights into current market conditions and future indicators for the remodeling market, known as the [Remodeling Market Index](#) (RMI).

The RMI graph from the most recent NAHB data shows continued growth, which is a positive sign for us in the fenestration industry.

Key benefits from remodelers of vinyl windows:

- **Energy efficiency.** Vinyl windows meet the requirements of increasingly stringent energy codes.
- **Low maintenance.** No repainting needed.
- **Flexibility of design and operation.**

Greater choice for homeowners makes vinyl windows the largest fenestration category in both remodeling and new builds.

[Let me know](#) if you need help taking advantage of vinyl's ongoing demand!

–Filip

