

SERIOUS MATERIALS COMMERCIAL GLASS

Saves more energy than any other commercial glass. Period.

Super-insulating SeriousGlass™ benefits:

- Highest energy savings & rapid payback
- Tuned solar heat control
- Superior condensation control
- Maximum daylighting
- Optimal winter insulation
- Highest UV protection
- Simplified HVAC design & loads
- Noise control

Drawing upon 28+ years of worldwide leadership at the forefront of **super-insulating glass** technology, Serious Materials manufactures a comprehensive family of Suspended Coated Film (SCF) architectural glazing. With SeriousGlass, high **performance** and **affordability** go hand-in-hand with utmost **energy savings** and greater indoor **comfort**.

Virginia Air & Space Museum





SeriousGlass™

SAVES MORE ENERGY THAN ANY OTHER COMMERCIAL GLASS. PERIOD.

SeriousGlass super-insulating glass units, including Suspended Coated Film (SCF) technology, go far beyond the performance benefits of low-e for the same or comparable price. Proven in over thousands of projects nationwide, SeriousGlass results in high energy savings, cost-effective thermal efficiency, and greater indoor comfort. SeriousGlass enables a new world of unprecedented architectural freedom and design possibilities to use more glass across all building types and climate zones.

SeriousGlass Advanced Performance

- Super-insulating performance up to R-20 (U-0.05)
- Highest Light to Solar Gain (LSG) ratios – up to 2.36 – in the industry
- NE-SW Tuning: Maximizes NE thermal performance and natural light; manages SW solar gain
- 99.5%-99.9% UV blockage
- Optimal condensation control
- Highest winter glass temperatures

Serious Technology & Expertise for New Construction & Retrofit Projects

- Compatible with all new or retrofit deep pocket glazing/framing systems including storefront, curtainwall, and commercial window designs
- Fully compatible with tinted, patterned, laminated and ceramic-frit glass
- Silicone sealant option for “flush” glazing
- 3rd party certification (IGCC, IGMA, NAMI, AAMA, NFRC)
- Contributes to LEED credits (potential of up to 19 points)



Super-Insulating SeriousGlass Pays

For the same or less cost as commonly specified performance glazing, SeriousGlass results in higher energy savings and faster payback. Depending on building type and climate zone:

- Highest energy savings up to 32%
- Rapid payback as little as 1-2 years in many cases
- 30-year savings up to \$17 million

*According to Architectural Energy Corporation, Parametric Study of the Savings Associated with Selected Serious Materials Glazing Product, October 2009. Standard dual clear glazing as baseline.

Photos

Top: Eagle County Justice Center
Middle: Friedlander Residence
Bottom left: Homer Atrium
Bottom right: Westside Marketplace



Super-Insulating SeriousGlass: The World Beyond Low-E & Triple Pane Glass

Serious Materials produces commercial and residential glass that dramatically improves occupant comfort with warm-winter and cool-summer glass and blockage of UV radiation.

Serious Materials emphasizes directional “tuning” to complement the most sophisticated energy efficient architecture, extending natural lighting as well as passive solar heating. SeriousGlass packages protect south and west facing sides of buildings with low solar heat gain and cool summer glass temperatures to increase indoor comfort and reduce HVAC and energy costs. The north-east building façade is tuned to maximize thermal performance and natural light.

All SeriousGlass blocks 99.5% or more of ultraviolet radiation. Since UV energy accounts for approximately two-thirds of fading, the protection provided by SeriousGlass to both furnishings and occupants is often of primary interest to business and home owners.

Serious Materials also manufactures super-insulating high R-value SeriousWindows™ in a full range of fiberglass frame styles and designs. With high R-values of R-4.0 to R-11, SeriousWindows result in heating and cooling cost savings of up to 40% depending on climate zone. All windows incorporate SeriousGlass packages and are designed for both residential and commercial use.

Commercial Glass Examples

Product	U-Value		R-value	SHGC	Glass Surface Temperature (°F)		Reflectance (%)			Transmittance (%)			Shading Coefficient	Relative Heat Gain	LSG
	Winter	Summer			Winter	Summer	Vis-Out	Vis-In	Solar	Visible	Solar	UV			
Common 1" Glass Packages															
SG 5 56/25-100	0.19	0.20	5.3	0.25	58.8	85.7	13%	16%	37%	56%	21%	< 1%	0.29	60.0	2.24
SG 5 55/34-100	0.19	0.20	5.3	0.34	59.2	94.2	14%	14%	32%	55%	24%	< 1%	0.39	80.3	1.62
SG 5 62/36-100	0.20	0.21	5.0	0.36	58.7	89.1	13%	16%	30%	62%	29%	1%	0.41	84.9	1.73
SG 7 64/49-100	0.15	0.16	6.7	0.49	61.4	99.7	13%	14%	23%	64%	36%	1%	0.56	115	1.31
Common 1-1/2" Glass Packages															
SG 6 61/35-150	0.18	0.18	5.6	0.35	59.7	89.1	22%	20%	35%	61%	28%	1%	0.40	82.0	1.78
SG 7 64/49-150	0.15	0.15	6.7	0.49	61.4	99.7	13%	14%	23%	64%	36%	1%	0.56	115	1.31
SG 7 62/35-150	0.14	0.14	7.1	0.35	61.9	87.7	13%	16%	30%	62%	29%	1%	0.41	82.9	1.75
SG 8 57/24-150	0.13	0.13	7.7	0.24	62.0	82.3	13%	16%	37%	57%	22%	< 1%	0.28	57.4	2.36
SG 8 56/24-150	0.13	0.13	7.7	0.24	62.0	83.7	13%	16%	37%	56%	21%	< 1%	0.28	57.3	2.31
SG 8 55/33-150	0.12	0.12	8.3	0.33	62.6	92.9	14%	14%	32%	55%	24%	< 1%	0.38	78.5	1.64
SG 12 56/31-150*	0.08	0.09	12	0.31	64.9	86.7	16%	19%	34%	56%	25%	< 1%	0.35	71.4	1.84
Specialty 1-1/2" Glass Packages															
SG 7 68/50-150	0.15	0.15	6.7	0.50	61.4	93.9	17%	17%	22%	68%	40%	1%	0.57	117	1.36
SG 7 65/49-150	0.14	0.14	7.1	0.49	61.9	92.0	16%	16%	22%	65%	38%	< 1%	0.56	115	1.33
SG 7 66/53-150	0.14	0.15	7.1	0.53	61.5	95.7	20%	20%	21%	66%	42%	< 1%	0.61	124	1.24
SG 12 58/43-150	0.08	0.09	12	0.43	64.8	96.9	19%	19%	24%	58%	31%	< 1%	0.36	99.4	1.35
SG 12 55/32-150	0.08	0.09	12	0.32	64.8	88.3	16%	19%	31%	55%	25%	< 1%	0.36	73.9	1.74



Manheim Township High School, Lancaster County, Pennsylvania

SeriousGlass cut annual energy bills by 40%. Thermal performance allowed the school to install a smaller HVAC system. Payback achieved in 6.5 years.



McDonalds Play Places

SeriousGlass used in 54 structures over 5 years with a 7 month financial payback based on reduced HVAC costs.

**GREEN JOBS
GET SERIOUS**

Save energy.
Save money.
Create green jobs.
Build green.

For the **same or less cost** as commonly specified performance glazing, SeriousGlass results in **higher energy savings** and **faster payback**.



Example: 20-story office building in Chicago

	Cost Per Square Foot	Annual Savings %	30 Year Savings	Simple Payback
SeriousGlass SG-8L (SG 8 56/24-150)	\$8.00	26.5%	\$15,844,533	1.18
Commonly specified high-performance glazing	\$8.00	23.2%	\$13,810,646	1.35

**According to Architectural Energy Corporation, Parametric Study of the Savings Associated with Selected Serious Materials Glazing Product, October 2009. Standard dual clear glazing as baseline.*

About Serious Materials

Serious Materials develops and manufactures sustainable green building materials that save energy, save money, improve comfort, and aggressively address climate change. Super-insulating high R-value SeriousWindows™ reduce heating and cooling energy costs by up to 40%. SeriousGlass™ industry-leading insulating commercial glass has been installed in thousands of projects and offers the highest energy savings in the industry. QuietRock® soundproof drywall reduces material use, enhances livability, and supports dense urban construction. EcoRock™ is the only true green alternative to gypsum drywall. Serious Materials' products are manufactured in the company's five factories across North America.



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