

March 23, 2009

President Obama commented, "Serious Materials just reopened a manufacturing plant outside of Pittsburgh. Last year, that factory was shuttered and more than one hundred jobs were lost. The town was devastated. Today, that factory is whirring back to life, and Serious Materials is rehiring the folks who lost their jobs. And these workers will now have a new mission: producing some of the most energy-efficient windows in the world."



Making the most energy-saving windows at Serious Materials Vandergriff

### The #1 Energy Culprit is Windows

- The 'built environment' is responsible for 52% of greenhouse gas emissions worldwide, far greater than automobiles or transportation in general.
- 39% of all energy and CO<sub>2</sub> is tied to building operations, of which 38% is used for heating and cooling.
- 5% of all U.S. energy is lost through inefficient windows. This is equivalent to 100 million people driving a Prius instead of their older car.
- SeriousWindows super-insulating full frame R-5 to R-11 windows can reduce heating and cooling use up to 50%
- If all buildings were to use SeriousWindows technology, CO<sub>2</sub> emissions would be reduced by over 200 million metric tons annually.

### Robin Scott, one of first rehired workers at Serious Materials Vandergriff windows factory:

"The way I see it, this is more than just a job. It's also doing our small part in our tiny corner of America to move this country forward. I'm not a tree-hugger by any means. But even I know things have to change. We can't leave the Earth the way it is now. And if that bandwagon gets rolling right here in Vandergriff, Pennsylvania and creates a whole bunch of new jobs along the way...even better."

## Vandergriff, Pennsylvania

# A Recovery Act Success Story

<b>October 2008</b>	Kensington Windows Shuts Down
	150 People Lose Jobs (average tenure 18 years, 9% 30+)
<b>January 2009</b>	Serious Materials Acquired the Assets of Kensington Windows
	First Former Kensington Employees Are Hired
	SeriousWindows Are Produced Onsite for the First Time
<b>March 2009</b>	Official Re-opening and Ribbon Cutting Ceremony
<b>By the End of 2009</b>	100 former employees and up to 200 employees
<b>Jobs Created in Network</b>	200-400 (For every worker hired, another two are hired by the partners to install the windows, including window dealers, installers, energy auditors, etc.)

### The ARRA and Energy-Saving Building Materials Save Jobs



Governor Rendell of Pennsylvania, CEO of Serious Materials Kevin Surace, and rehired workers cut a green ribbon to celebrate the green reopening of Vandergriff's windows factory.

One of the main tenets of the American Recovery and Reinvestment Act (ARRA) is to spur job creation as part of a sustainable U.S. economy. Serious Materials' recently-acquired plants in Vandergriff, PA and Chicago, IL provide excellent examples of putting skilled manufacturing workers back on the job, while improving energy security, environmental performance, and the economy.

ARRA funds provide a win-win through which the creation of green jobs that will also simultaneously slow the progress of climate change. Effective implementation of ARRA is essential to Serious Materials' plans to continue expansion to meet increased demand and create jobs in not only our new and previously existing plants, but also to the entire green building value chain.

### ARRA provides funding for energy-saving buildings materials in many areas:

- In low income weatherization
- In private homes, with Sec 25C tax credits
- In refurbishment of public and assisted housing
- In refurbishment of schools
- In improving other local, state and federal buildings



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



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