

"The next time Obama thinks about visiting a company that epitomizes what he thinks the green economy should look like, may we humbly suggest Serious Materials of Sunnyvale."


SF Chronicle,
Jan. 21, 2009



SERIOUS MATERIALS COMMERCIAL GLASS

Saves more energy than any other commercial glass. Period.

Drawing on 28 years of experience in the commercial glass and window industries, Serious Materials provides a full line of the **highest-performing commercial glass** and **windows for green builders** and homeowners throughout North America.

Virginia Air & Space Museum 



SeriousGlass™ and SeriousWindows™ provide the natural light you want for maximum occupant comfort in your commercial structure. SeriousGlass provides architectural freedom to use more glass while reducing both energy and lighting costs. The net effect is increased employee productivity in a comfortable year-round workplace.

Commercial SeriousGlass Benefits:

- Super insulation to R-20 (=U-0.05)
- Highest Light to Solar Gain (LSG) ratios – up to 2.4 – in the industry
- 99.5% UV Blockage
- Reduced HVAC equipment costs
- Architectural freedom to meet design goals and incorporate more glass in the design
- N-E-S-W Tuning: Maximizes N-E thermal performance and natural light; manages S-W solar gain
- Compatible with all new or retrofit deep pocket glazing/framing systems including storefront, curtainwall and commercial-window designs
- More condensation control than any other glass available today
- 3rd party certification (IGCC, IGMA, NAMI, AAMA, NFRC)
- Industry leading technical specification and warranty
- Contributes to LEED credits (potential of up to 19 points)
- Fully compatible with tinted, patterned, laminated and ceramic-frit glass
- Silicone sealant option for “flush” glazing
- Available in sound control comfort packages (up to STC 45)

Serious Materials projects include the National Gallery of Art, countless challenging residential projects, Guggenheim-Manheim Museum in Las Vegas, the Art Institute of Chicago's six Rice Wing galleries, San Jose Convention Center, Smithsonian Institution's Freer and National Portrait Galleries, Boulder Public Library, Hampton Air & Space Museum, Anchorage Fine Arts Center, and corporate headquarters buildings for IBM, Compaq, Hershey Foods and Unisys. Serious Materials' nationwide business is split approximately 50/50 between residential and commercial projects.



Photos
Top: Eagle County Justice Center
Bottom: Friedlander Residence



Environmental Impact

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

Serious Materials stresses directional “tuning” to complement the most sophisticated energy architecture, extending natural lighting as well as passive solar heating. Unprotected south and west facing sides of buildings are often equipped with cool SeriousGlass to increase indoor comfort and reduce HVAC and energy costs. North-east tuning maximizes a building's thermal performance and natural light.

The “triple” suspended-coated film construction of SeriousGlass, plus wide sashes and an option of laminated glass with low-e coating, give SeriousGlass and SeriousWindows a Sound Transmission Class (STC) advantage of 2-10 points over competitive windows and glass of similar dimension.

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

In conjunction with SeriousGlass operations, the Company produces a full line of custom-dimensioned windows offering the highest overall insulating values among all competitors in North America. All windows incorporate SeriousGlass, and are designed for both residential and commercial markets.



Photos
Top: Westside Marketplace
Bottom: Homer Atrium

Commercial Glass Examples

Product	Tint	OA	R-value	SHGC	U-Value		Reflectance (%)			Transmittance (%)			Shading Coefficient	Relative Heat Gain	LSG
					Winter	Summer	Vis-Out	Vis-In	Solar	Visible	Solar	UV			
SG 5 56/32-100	Clear	1"	5.3	0.32	0.19	0.21	15%	15%	32%	56%	23%	0%	0.37	76.9	1.74
SG 5 38/22-100	Clear	1"	5.3	0.22	0.19	0.20	14%	13%	38%	38%	13%	0%	0.25	52.6	1.75
SG 5 71/56-100	Clear	1"	5.0	0.56	0.20	0.22	18%	18%	23%	71%	44%	1%	0.64	132.0	1.27
SG 5 71/56-150	Clear	1-1/2"	5.0	0.56	0.20	0.20	18%	18%	23%	71%	44%	1%	0.64	132.0	1.27
SG 5 64/34-150	Clear	1-1/2"	5.3	0.34	0.19	0.19	17%	20%	34%	64%	30%	1%	0.40	82.8	1.89
SG 6 56/32-100	Clear	1"	5.9	0.32	0.17	0.18	15%	15%	32%	56%	23%	0%	0.37	76.3	1.74
SG 6 56/32-150	Clear	1-1/2"	6.7	0.32	0.15	0.15	15%	15%	31%	56%	23%	0%	0.37	75.5	1.76
SG 6 38/21-150	Clear	1-1/2"	6.7	0.21	0.15	0.15	14%	13%	38%	38%	13%	0%	0.25	51.1	1.79
SG 7 56/32-100	Clear	1"	7.1	0.32	0.14	0.15	15%	15%	32%	56%	24%	0%	0.37	75.3	1.76
SG 7 38/21-100	Clear	1"	7.1	0.21	0.14	0.14	14%	13%	38%	38%	12%	0%	0.24	50.9	1.80
SG 7 56/32-150	Clear	1-1/2"	7.1	0.32	0.14	0.14	15%	15%	31%	56%	23%	0%	0.37	75.0	1.76
SG 7 57/24-150	Clear	1-1/2"	7.7	0.24	0.13	0.13	13%	16%	37%	57%	21%	0%	0.28	57.3	2.36
SG 7 38/21-150	Clear	1-1/2"	7.7	0.21	0.13	0.13	14%	13%	38%	38%	13%	0%	0.24	50.5	1.79
SG 9 56/32-100	Clear	1"	9.1	0.32	0.11	0.12	15%	15%	32%	56%	23%	0%	0.37	74.7	1.77
SG 9 38/21-100	Clear	1"	9.1	0.21	0.11	0.12	14%	13%	38%	38%	12%	0%	0.24	50.0	1.80
SG 9 56/32-150	Clear	1-1/2"	9.1	0.32	0.11	0.09	15%	15%	31%	56%	23%	0%	0.37	74.0	1.76
SG 9 38/21-150	Clear	1-1/2"	9.1	0.21	0.11	0.10	14%	13%	38%	38%	13%	0%	0.24	49.8	1.79
SG 14 43/25-150	Clear	1-1/2"	14.3	0.25	0.07	0.08	19%	20%	34%	43%	16%	0%	0.28	57.9	1.75
SG 14 34/19-150	Clear	1-1/2"	14.3	0.19	0.07	0.10	17%	17%	39%	34%	11%	0%	0.21	43.8	1.83
SG 20 42/28-150	Clear	1-1/2"	20.0	0.28	0.05	0.06	16%	15%	32%	42%	17%	0%	0.32	64.5	1.54
SG 20 26/16-150	Clear	1-1/2"	20.0	0.16	0.05	0.05	19%	19%	39%	26%	9%	0%	0.18	37.0	1.68

* Based on 1/4" glass. Other thicknesses available upon request.



The Federal Stimulus package includes tax deductions for new or existing commercial buildings that save at least 50% of the heating and cooling energy and \$5.5 billion for Federal building repair and construction projects. Serious Materials can help.

About Serious Materials

Serious Materials is dedicated to creating building products that save energy and save money, while enhancing the comfort, health, and beauty of homes and commercial buildings. Not only are our products extremely energy efficient, they often require less energy to manufacture.

The company was voted #1 at Cleantech Forum, Global Gypsum Product of the Year 2008, won the first Aspen Institute award for innovation in Energy Conservation, and was awarded Green Product of the Year 2008 by Popular Science. It has also been recognized by TIME/CNN, Fortune, Business Week, and NY Times as one of the top green technology companies.

Our customers get the best of all worlds — style, comfort, performance, cost savings, and the good feeling that comes from helping our economy and the environment.



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