
ENERGY EFFICIENCY:

DISPELLING THE MYTH

Graber® Cocoon™ Double Cellular shades
are proven to be as energy efficient as Hunter Douglas'
Duette® Architella® Cellular shades.



 GRABER®

COCOON™

THE SUPERIOR CHOICE

HUNTER DOUGLAS' CLAIM THAT ARCHITELLA'S UNIQUE DESIGN OFFERS *"THE INDUSTRY'S HIGHEST LEVEL OF ENERGY EFFICIENCY"* IS MISLEADING

In fact, a thermal performance test conducted by Architectural Testing, Inc. (ATI), a third-party lab, discovered that Graber's Cocoon™ fabric shares the same 4.76 R-value (resistance to heat flow).



GRABER REPORT

Summary of Results	
Standardized Thermal Transmittance (U-Factor) - Base Window	0.27
Standardized Thermal Transmittance (U-Factor) - Base with Attachment	0.21
Percent Reduction of Heat Transfer	22.20
Unit Size	46-7/8" x 59" (1191 mm x 1499 mm) (Model Size)
Layer 1	DS Cardinal EEE-366 (e=0.022*, #2)
Gap	0.53" Gap, Super Spacer Premium (ZF-S), 100% Air-Filled*
Layer 2	DS Clear
Attachment	Cocoon Double Cell shade installed 2" from the interior surface of the glass

Reference must be made to Report No. A2683.08-301-46, dated 08/12/10 for complete test specimen description and data.

Summary of Results	
Standardized Thermal Transmittance (U-Factor) - Base Window	0.27
Standardized Thermal Transmittance (U-Factor) - Base with Attachment	0.21
Percent Reduction of Heat Transfer	21.54
Unit Size	47" x 59" (1194 mm x 1499 mm) (Model Size)
Layer 1	DS Cardinal E-366 (e=0.022*, #2)
Gap	0.51" Gap, Super Spacer Premium (ZF-S), 100% Air-Filled*
Layer 2	DS Clear
Attachment	Architella Classic Standard Cellulose Shade installed 1" from the interior surface of the glass.

Reference must be made to Report No. B0575.02-301-46, dated 08/18/11 for complete test specimen description and data.

Architella
Classic Eclipse™
3/4" Opaque

HUNTER DOUGLAS REPORT



Count on Graber to always tell it to you straight.

SAME PERFORMANCE, LESS COST

Graber® brand Cocoon Double Cell shades cost up to 40% less than Architella®!

Example:

44" X 56" SHADES	R-VALUE	% REDUCTION OF HEAT TRANSFER	DEALER COST*
Graber Cocoon Double Cell	4.76	22%	\$143
Architella Classic Eclipse Opaque	4.76	21%	\$238

*Comparison based on actual quote

Graber® brand Cocoon Cellular Shades are the superior choice because they are priced right, make homes more comfortable and can yield long-term financial and environmental rewards.

ENERGY EFFICIENCY DOESN'T STOP WITH COCOON™

Based on independent tests, Graber Cellular Shades are proven to be energy efficient. All Graber® fabrics perform well with only a slight difference in the percentage reduction of heat transfer between R-values.

R-value rates the effectiveness of the window covering at preventing energy from flowing to the outside. Higher numbers indicate more insulating factors. Homes in colder climates will benefit most from shades with a high R-value.

Solar heat gain co-efficient measures how well a window or shade blocks heat from sunlight. Lower numbers indicate less heat transfer. Homes in warmer climates will benefit most from shades with a lower SHGC.



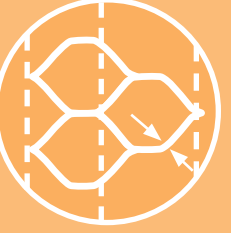

In both cases, the slight difference in the percentage reduction of heat transfer indicates that Graber shades are energy efficient no matter which fabric is chosen!

44" X 56" SHADES	R-VALUE		SOLAR HEAT GAIN COEFFICIENT		DEALER COST
	R-VALUE	% REDUCTION OF HEAT TRANSFER	SOLAR HEAT GAIN COEFFICIENT (SHGC)	% REDUCTION OF HEAT TRANSFER	
Graber Cocoon Double Cell	4.76	22%	0.12	56%	\$143
Architella Classic Eclipse Opaque	4.76	21%	0.10	66%	\$238
Graber Solitude Single Cell	4.55	21%	0.12	58%	\$157
Graber Elegant Neutrals Single Cell	4.55	21%	0.12	57%	\$101
Graber Cocoon Single Cell	4.55	21%	0.12	56%	\$143
Graber Elegant Neutrals Double Cell	4.55	21%	0.10	63%	\$101
Graber Translucence Double Cell	4.55	21%	0.15	48%	\$76
Graber Garden Retreat Single Cell	4.55	20%	0.14	49%	\$104
Graber Crinkle Single Cell	4.55	19%	0.13	53%	\$157
Graber Translucence Single Cell	4.55	19%	0.16	42%	\$72

FOR MAXIMUM ENERGY EFFICIENCY, GRABER CELLULAR SHADES DELIVER

The competition has made claims that their "cell-within-a-cell" shade construction is superior and more beneficial in reducing heat transfer. However, the two main factors influencing a shade's ability to resist heat transfer – material thickness and air space – prove otherwise.

As shown below, Graber® fabric is thicker and the air space is equal to that of Architella. A cell-within-a-cell design does not create more air space, it only creates a higher cost!

SHADE TYPE	CELL SIZE AND CONSTRUCTION	TOTAL MATERIAL THICKNESS	AIRSPACE
Graber 3/8" Single Cell	 <p>Thickness:</p> <ul style="list-style-type: none"> 2 layers of fabric .012-.013 each 	.024" - .026" ADVANTAGE	.56 cubic inch per inch width
Graber 3/4" Single Cell	 <p>Thickness:</p> <ul style="list-style-type: none"> 2 layers of fabric .012-.013 each 	.024" - .026" ADVANTAGE	1 cubic inch per inch width ADVANTAGE
Graber 3/8" Double Cell	 <p>Thickness:</p> <ul style="list-style-type: none"> 3 layers of fabric .012-.013 each 	.036" - .039" ADVANTAGE	.72 cubic inch per inch width
Architella Classic Eclipse 3/4" Opaque	 <p>Thickness:</p> <ul style="list-style-type: none"> 4 layers of fabric 2 Inside layer 0.003 2 Outside layer 0.0065 	.019"	1 cubic inch per inch width ADVANTAGE

MORE FABRIC ONLY INCREASES THE PRICE, NOT THE INSULATING VALUE!

Graber® is a registered trademark of Springs Window Fashions, LLC. Cocoon™ is a trademark of Springs Window Fashions, LLC. Architella® is a registered trademark of Hunter Douglas, Inc.