

# Edgetech Finds Success in the Outback

>> **There's a lot to be said about being in the right place at the right time. For Edgetech, that place was Australia.**

Four years ago, insulating glass was virtually non-existent in Australia – home to more than 21.8 million residents. At the time, only two to three percent of all windows were insulating glass. In 2007, there was a shift in the Australian fenestration industry that started a flurry of activity toward IG.

One of the country's coldest, southernmost states – Victoria – mandated that all new construction use energy-efficient, IG window systems. Other states also began implementing more stringent guidelines for new construction.

"For the first time, consumers, lawmakers and building professionals were becoming aware of the benefits of insulating glass," said Ramsey Bader, international market manager for Edgetech I.G. "Manufacturers suddenly had a great interest in high-performance components, including low-e coatings, sealant options and how to fabricate IG."

Edgetech quickly aligned with the Australian Glass and Glazing Association (AGGA) to help educate the burgeoning fenestration industry and to gain credibility among manufacturers looking to take advantage of the shift toward IG.

"It wasn't a matter of educating manufacturers about warm edge technology – we were teaching them about insulating glass in general," Bader said.

"Their facilities were not set up for double-pane systems, so we had an opportunity to not only make material recommendations, but we also helped them develop new efficient production lines."

Because labor is a major concern among Australian manufacturers, many of Edgetech's new customers were interested in automation. By spring 2010, Edgetech will have assisted with installing seven automated Super Spacer® lines in the country.

"They wanted to do much more with fewer people," Bader said. "We are helping them streamline their processes, while helping them fabricate world-class window systems that promote energy efficiency and sustainability. These manufacturers are differentiating themselves, and are more than prepared for increasingly strict energy-efficiency guidelines."

## **Edgetech and AGGA: Aiming Higher**

Edgetech, along with AGGA, are focused on marketing and public relations efforts to help increase awareness for insulating glass, warm edge technology and energy-efficient building practices. Edgetech has also played an integral role at the annual AGGA Conference, where more than 90 percent of the country's glass and glazing industry meets, as well as suppliers and professionals from around the world.

"Edgetech have provided

sponsorship for our annual national conference for the last three years and assisted in the initial introduction and building of our relationship with IGMA North America," said Sarah Carnovale, AGGA Conference Coordinator. "Both of these



have been very valuable for the association. Edgetech has been easy to work with, very personable and forthcoming with information that we may not necessarily have access to in Australia."

The 2009 AGGA conference, themed "Aim Higher," was held September 3-5 and featured non-commercial presentations on glass processing, the economy, case studies and more. Edgetech's technical director, Tracy Rogers, had the distinct honor of delivering two presentations to attendees, including an overview of high-performance fenestration components.

Rogers was also chosen to present on behalf of the Insulating Glass Manufacturers Alliance (IGMA) in Australia.

## **The best is yet to come**

Australia's glass and glazing industries have seen steady

growth over the past few years, despite challenges in the global economy. Bader anticipates the growth to continue as the country is one of the first to show signs of emerging from the recession.

There are a number of green building initiatives in Australia, including the Australian Green Building Council's Green Star program (similar to LEED®) that will drive a continued interest in high-performance fenestration products. There are also groups that are lobbying lawmakers for more stringent energy code requirements and government tax credits for installing energy-efficient windows.

Carnovale agrees, saying that over the next five years energy-efficiency will continue to be top-of-mind. "There will be more legislation improvements, building improvements and design and manufacturing improvements to come. We look forward to Edgetech's continued support and the company's availability and willingness to present accurate and valuable information regarding changes to IG unit components and manufacturing," she said.

Edgetech has also experienced growth in neighboring New Zealand, which requires IG in all new construction. For more information on Edgetech's international news, events and growth initiatives, visit [www.Edgetech360.com](http://www.Edgetech360.com). 