

# First of its kind Xcel Energy Cellular Shade Rebate Program – Brings Savings and Comfort to Coloradans



## Window Attachments Save Energy

According to the [U.S. Department of Energy](#), windows are one of the first places to start when thinking about improving energy efficiency in the home. Heat gain and heat loss through windows are responsible for up to 30% of residential heating and cooling energy use. One way to combat that is by investing in and adding energy-efficient window coverings or window attachment products, such as shades or storm windows.

## Utility Companies Provide Rebates

Utilities are now taking a closer look at window attachments and providing consumer rebates on energy-efficient blinds, shades and storm windows. This is a win-win that provides greater comfort and savings for homeowners and less strain on utilities and their electric grids.

## Third-Party Energy Ratings

Xcel Energy Colorado is the first utility in the nation to offer a rebate program for energy-rated cellular shades. As a qualifier for the program, products must be rated and certified through the Attachments Energy Rating Council ([AERC](#)), an independent, non-profit organization whose mission is to rate, label and certify the energy performance of window attachments.

Hunter Douglas, the world's leading manufacturer of custom window treatments, is proud to call Broomfield, Colorado home for its Window Fashions Division. Hunter Douglas dealers and consumers are taking advantage of the Xcel Energy Colorado Cellular Shade rebate offer.

## Customer Testimonials

The Xcel Energy rebate played into the total cost consideration of the products for Colorado couple Jim and Lani Losing.

“It was nice to receive a \$258 check from Xcel Energy,” said Lani Losing. “The Hunter Douglas dealer made it very easy and simple for us. They had all the rebate paperwork ready and filled out and all we had to do was sign it. It took 10 minutes, very simple.”

**“A Hunter Douglas dealer was so excited to be able to tell his customer about the rebate offer, which saved the homeowner \$900,” said Stacy Lambright, Energy Efficiency Program Manager at Hunter Douglas. “That is a generous rebate amount in addition to the energy savings from cellular shades.”**

## National Energy Lab Field Studies

In addition to the rebate, cellular shades themselves can help consumers save money on their energy bills. According to a study conducted by [Oak Ridge National Lab](#), cellular shades saved up to 15% on total energy from heating and cooling compared to a scenario without any shades. Additionally, a study by [Pacific Northwest National Lab](#) showed that automated cellular shades increase energy saving potential.



Colorado resident and homeowner Jenna Bacon has first-hand knowledge of the benefits of installing automated cellular shades. After moving into her new home that was designed with the Colorado views in mind, she realized that during the summer months, the west-facing wall of bare windows were heating up the rooms very quickly.

“Once we installed the shades, I could immediately feel the difference at the window, adding to the improved comfort in the room overall. It was the temperature I wanted it to be, and I had control over it through the automated cellular shades,” said Bacon.



*Jenna Bacon, Colorado homeowner  
Hunter Douglas Duette Architella® Honeycomb Shades with  
PowerView® Automation*



Fellow Coloradan and homeowner Elisabeth Patch, shared similar sentiments on the improvement she both saw and felt.

“Like many people during Covid, I found myself working from home and converted a basement room into my office,” said Patch. “Light-filtering cellular shades from Hunter Douglas have been amazing as they allow the natural light into the basement, but provide the needed insulation at the window.”

*Elisabeth Patch, Colorado homeowner  
Hunter Douglas Duette Architella® Honeycomb Shades with PowerView® Automation*

**The current Xcel Energy Cellular Shade Rebate launched at the beginning of 2021 and customers are eligible for rebate benefits through December 31, 2022. Customers must meet the following requirements for the rebate:**

**Customer Eligibility:**

- Must be a Colorado residential, Xcel Energy natural gas customer and electric customer, or,
- Must be a Colorado residential electric customer heating primarily with electric heat
- Have central air-conditioning in your residence

**Product Eligibility**

- Only AERC certified cellular shades with a:
- Cool Climate rating of greater than or equal to 5 and;
- Warm Climate rating of greater than or equal to 35 qualify for a rebate
- \$1.33/sq. ft per qualifying shade

**Interested in the Xcel Energy Cellular Shade Rebate Program? Learn more [here](#). Learn more about all of Hunter Douglas' AERC-certified window attachment products on their [website](#).**

