The Fizzle of Window Sizzle

Replacement windows, like storm windows before them, have prospered for decades using consumer direct in-home sales driven by the singular mantra introduced in the 1920’s by Elmer Wheeler:

“Don’t Sell the Steak. Sell the SIZZLE!”
The Fizzle of Window Sizzle

He explained that it isn’t the cow that sells the Steak, but the sizzle and success is built on finding the sizzle in any product.

Windows have relied on “Sizzle” for 90 years
The History of Window Sizzle

“Sizzle” is the core of all Features & Benefits

Let us show you why Star Grade 3 or 5 Windows are quieter, more energy efficient and longer lasting than anything else you can buy. Don’t Settle for Less!

The 2005 Energy Tax Bill Let’s You Get New Windows and Save $1000! Find Out How We Can Qualify You for Federal Tax Credits - TODAY!
The History of Window Sizzle

- Any Sizzle creates favorable comparison to all other competitors.
The History of Window Sizzle

- Wood Windows have existed from the 1500’s or earlier.
- The first “sizzle” feature created was a variety of frame designs.

Page from Paine Lumber Catalog 1893
AWDI Archives
The History of Window Sizzle

- Then came special shapes
The History of Window Sizzle

- In 1923 They began to sell a new “Sizzle”
- Offering Steel Casement Windows so women didn’t have to struggle with opening stuck wood sash
The History of Window Sizzle

- Notice the “Sales Pitch”
- These were Steel Windows, selling women differentiation over wood
The History of Window Sizzle

- Next came the pitch for Energy Saving
- 1929 “Sizzle” from Sears
The History of Window Sizzle

- Next came the pitch for Maintenance Free
- Kawneer introduces the Aluminum Window
- 1936 “Sizzle”
The History of Window Sizzle

- “Sizzle” moves to the Glass Package
- Introduction of Dual Pane Glass
- PPG “Sizzle” in 1958
The History of Window Sizzle

With and Without Spacer.
The History of Window Sizzle

- Next came another new frame material
- First US PVC Window System
- Goodyear, 1959
- Polytex and Fiberlux
- Space Age Plastic Sizzle
The History of Window Sizzle

- Technology added “sizzle” in the 1970’s
- All welded frame and sash
The History of Window Sizzle

- Technology added more “Sizzle” in the 1980’s
- Advent of Warm Edge IG units
The History of Window Sizzle

- More Glass “Sizzle” in the 1990’s
- Low e Coatings and Heat Mirror Film

AWDI Archives
The History of Window Sizzle

- More Glass Performance “Sizzle” in the 1990’s
- Gas Filling
The History of Window Sizzle

- More became better
- Triple Glazing in 2000’s
Window Sizzle Died in 2015

- Every Product runs risk of turning into a commodity when innovation runs out.
Window Sizzle Died in 2015

- There is little or no sizzle left.
- No differentiation.
- Everyone is selling the same thing
- No more “Mine is better”
- Why?
Window Sizzle Died in 2015

- No technology is coming that produces economically justifiable results
- EPA (Energy Star) and Building codes no longer drive product improvement
- Small, segmented features are being added (Hurricane glass, ADA)
- Tax incentives are being dropped
Window Sizzle Died in 2015

- Energy Star halted raising the performance bar for windows with Directive 6. Cost to make windows better over-took savings potential

- Efficient Windows Collaborative ceased showing performance of various configurations because there were little to no performance differences
Window Sizzle Died in 2015

- ASTM 2112-(2007 version) was renewed in 2016 with no changes or additions. Nothing significantly new to do.
- Utilities and IRS removed or reduced incentives
- Building code window requirements remain stagnant
What’s the Next Sizzle?

Email your thought to:
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