

Media Kit 2019





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Indow window inserts out of Portland, Oregon are an innovative solution for making America's windows energy efficient and quieting outside noise. National magazines and media outlets have recognized Indow for preserving original windows while making them perform like new double-panes. From the Popular Mechanics editor who put them in his 1866 house, calling on readers to "*Order these ingenious window inserts,*" to the producers at This Old House who used them for a show in Belmont, Massachusetts, people are discovering how they make life more comfortable, reduce carbon footprints and save perfectly good old growth wood windows from the landfill.



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This Old House

Indow has twice been featured on This Old House, one of America's most trusted home improvement institutions. In 2015, unusually-shaped windows in the 1886 House in Belmont, Massachusetts, called for our special geometry window inserts. In May 2018, noise issues in the "Single House" in Charleston, North Carolina, were posing a problem, so This Old House and the Edwards family turned to our Acoustic Grade. Windows can often be an issue when renovating historic homes; Indow provides a unique, lasting solution to those issues that the home renovation experts can rely on.

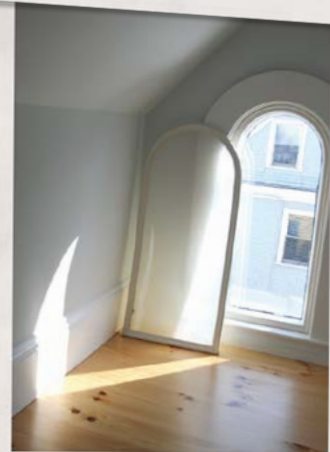
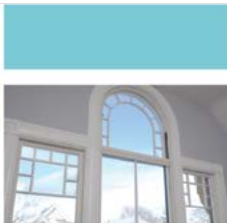
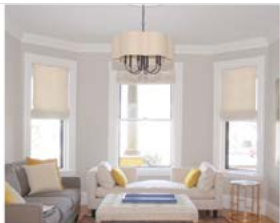


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Indow window inserts installed in the final episode of This Old House:
The 1886 Victorian House in Belmont, Massachusetts.



Case Study



Indow Inserts As Seen On: **This Old House**

How do you block drafts in unusually shaped windows like arches or half rounds?

This was the question facing Katherine and Murat Bicer as *This Old House* completely renovated their 1895 Victorian in Belmont, Massachusetts. The couple didn't want to cover these single-pane beauties with exterior storms but they didn't want to ignore them either since they were especially drafty. Not when *This Old House* was bringing their historic dwelling back to life from the foundation to the rafters for a 16-part television series.

"We really care a lot about our windows," said Katherine Bicer. "We've gotten pretty crazy about them."

As they were talking with *This Old House* producers, Indow came up. They decided to call and see if it was possible to have interior thermal window inserts made for the arched Victorian windows upstairs. It was: Indow regularly makes special geometry window inserts from batwings to rounds.

On one of the arched windows that opened, Indow divided it with the company's custom mullion bracket so the Bicers could remove just the lower Indow insert if they wanted to open the window for a fresh breeze. They also later ordered a Privacy Grade insert for one of the windows so they could maintain privacy but still enjoy light.

"We love them," said Katherine. "You can barely see them - they don't impact the way a window looks at all. They sit so perfectly. And definitely one of the huge pros of the Indow insert is that you don't have the profile of the storm window on the exterior of the house."



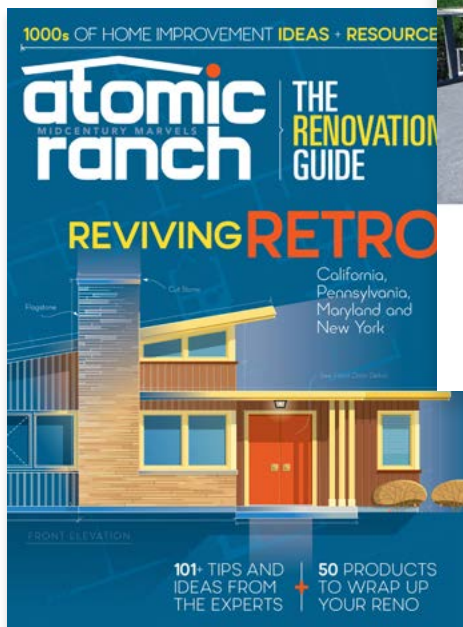
List of publications

Atomic Ranch
Popular Mechanics
This Old House

Arts and Crafts Magazine
Wired
Treehugger

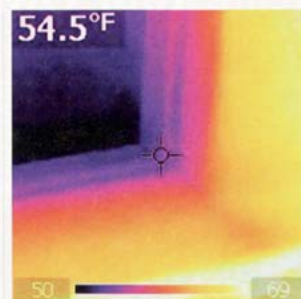
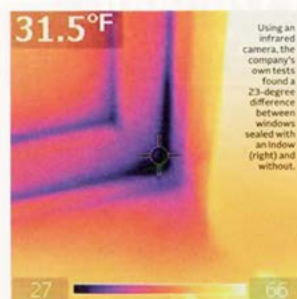
Dwell
Bloomberg Businessweek

Atomic Ranch



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Popular Mechanics



Using an infrared camera, the company's own tests found a 23-degree difference between windows sealed with an Indow (right) and without.

6

ORDER THESE INGENUOUS WINDOW INSERTS

ON FREEZING COLD winter days, my wife does this endearing thing where she walks around the house wearing a full-length parka with a big, furry hood. I ask her if she's going out. "Maybe," she says. "It's probably warmer out there." Then I usually say something about how oil doesn't grow on trees, and in the old days they used to wrap themselves in animal pelts when it got cold, or at least they would weave sweaters, and we have lots of sweaters, which we didn't even have to weave.

By this time she has left the room. Our house was built in 1866 and still has the original windows. The wooden sashes are in beautiful shape, and many of the wavy, handblown glass panes are still intact. Unfortunately, the windows are not airtight anymore (if they ever were), which means the house is not warm, which is why my wife turns up the heat, and then I turn it down, and then she puts on her parka.

I've spent a lot of time and a good bit of money searching for ways to make our windows more energy-efficient. I tried the plastic-wrap things you adhere with a hair dryer. I bought some metal tracks that were supposed to make the sashes fit more snugly in their frames, but they arrived dented, were flimsy, and I badly gouged one sash trying to install them.

The best product I've found is a newish one called the **Indow Window insert** (\$250). It's an acrylic sheet, laser-measured to fit each window, ribbed with compression tubing that squeezes into the window frame, sealing cold air out and keeping warm air in. Once you pop them in (no hardware required), you don't even notice them. It's the kind of ridiculously simple invention that you think must have been invented before. I used them only this past winter, so I don't have multiple seasons of research to compare, but the U.S. Department of Energy found that Indows led to a 20 percent reduction in energy costs in a sample home, and a separate, larger study found a 19 percent reduction. I used an Etekcity infrared thermometer to test the surface temperature of windows in my house with Indows and without, both in the same room and in

separate rooms. The results are below. My advice: Don't wait until the temperatures start to drop to do something about drafty windows. It takes a while for your custom inserts to be made. First Indow mails you a laser-measuring tool. You take your measurements, enter them on the company's website, mail the tool back, and then they make your inserts. It's all fairly simple, and they've worked out all the bugs, but there can be slow-downs during the high season. Order a set now, while no one else is. I've already ordered mine, so that next winter, no one in my home will feed the need to dress like a dog sledder while watching television.

By the way, when they arrive this summer and you're trying to keep the hot air outside, I found this too: These things also work in reverse.

—Ryan D'Agostino

Field Test	G.A.M.	D.P.M.
Outside temperature	28°F	32°F
Surface temp of Indow Window insert	55.4°F	62.4°F
Surface temp of regular window in adjacent room	45.9°F	55.8°F



10

TUNE THE MOWER

- Change the spark plug, air filter, and oil.
- Sharpen the blade with a 10-inch mill file until you've removed all nicks and burrs and added

a new bevel. Before reattaching the blade, check its balance by hanging it from a nail on the wall, through the center hole. If one side dips, file a little metal off the heavier side (a stroke or two will do) and test again. Look for loose or worn belts and replace if necessary.

7

Blow out the garage with a leaf blower.

8

Fertilize the yard.

9

Pressure-wash the house and deck.

CAN IT BE PRESSURE-WASHED?

- Deck
- Windows
- Brick
- Shingles
- Garage door
- Driveway
- Stucco
- Porchlight
- Stained-wood doors
- Car
- Child
- Dog
- Neighbor's dog

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Arts & Crafts Magazine



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Wired

THE MAN WHO KNOWS WHETHER ANY STARTUP WILL LIVE OR DIE

STARTING A BUSINESS is a dangerous thing. A larger competitor might undercut your prices. Someone else could sue you because your products don't do what you said it would. Or, well, the market may have no interest in what you're selling. According to the U.S. Bureau of Labor Statistics, about half of all businesses fail within five years.

But Thomas Thurston thinks data science could remove a fair amount of the risk. For the past nine years, he's been honing techniques for evaluating business plans statistically rather than intuitively. He calls it *business model simulation*, and you can think of it as something akin to *Moneyball* for investors.

He says his simulations correctly predicted that Snapchat, Uber, and Airbnb would be big—and that they're so right about 65 percent of the time when predicting that a company will still exist within five years. When predicting that a company will fail, he adds, they're right 88 percent of the time.

The simulations have proven so successful, Thurston is now using them to make money for himself. He runs a research firm called *Growth Science*, which sells his predictions to large companies—and applies them to investments he makes as a partner at the venture fund InvestOne Group. In the long run, he believes, these simulations could have a rather profound effect on the business world as a whole—because they can steer people away from bad ideas.

"Most businesses fail, and that's not good for society," he says. "People lose their jobs, the economy suffers."

He admits the models will never be perfect, but thinks that even a model that's only right about 50 percent of the time could help investors and entrepreneurs avoid particularly bad ideas that, to the untrained eye, look like excellent opportunities. If fewer businesses fail, he reasons, the whole economy would be more stable and everyone would benefit. Thurston isn't alone in applying *Moneyball*-style data science to investing. Google Ventures takes a data-driven approach, as do funds like Correlation Ventures and Venture Science. But he isn't just using his calculations to make his own bets in the market. *Growth Science* also helps big corporations on investments, acquisitions and strategy. 3M, for example, uses it to predict the degree of success of new product and services. The idea is to help these companies make informed decisions and avoid having to do mass layoffs. And eventually Thurston thinks it could help small businesses and startups as well.

Sunset

Sunset
CAMPING in STYLE
75 COMPLETE RECIPES AND TIPS

In the Western HOME
TIPS FROM OUR TEAM

Tile goes prefab
The latest in the increasingly eclectic world of Bay Area's Heath Ceramics has been impressing us in their line, which launched earlier this year. It takes for parts out of pattern, with this mounted in 1 by 4 foot "modules" in right already mixed patterns (Marble, stone, and range of hues, left). When applied in stripes, the variation in the modules seems to ripple into a 3-D-like effect. And you don't need to be a whole wall to enjoy the effect, though, why not? A backhanded application still shows the color differences and shape. *Photo: Billie Jo, heathceramics.com*

HANG TIME
Come into the bar and the TV Lane bar, that is. The elegant aluminum hanging is part of the California-based design firm's new collection of art to the heart of the 70s and 80s, available in three colors (Emerald, Pearl, and Gold). A large bar hanger after you, and accommodate two. *Photo: heathceramics.com*

Dwell

Sunset
CAMPING in STYLE
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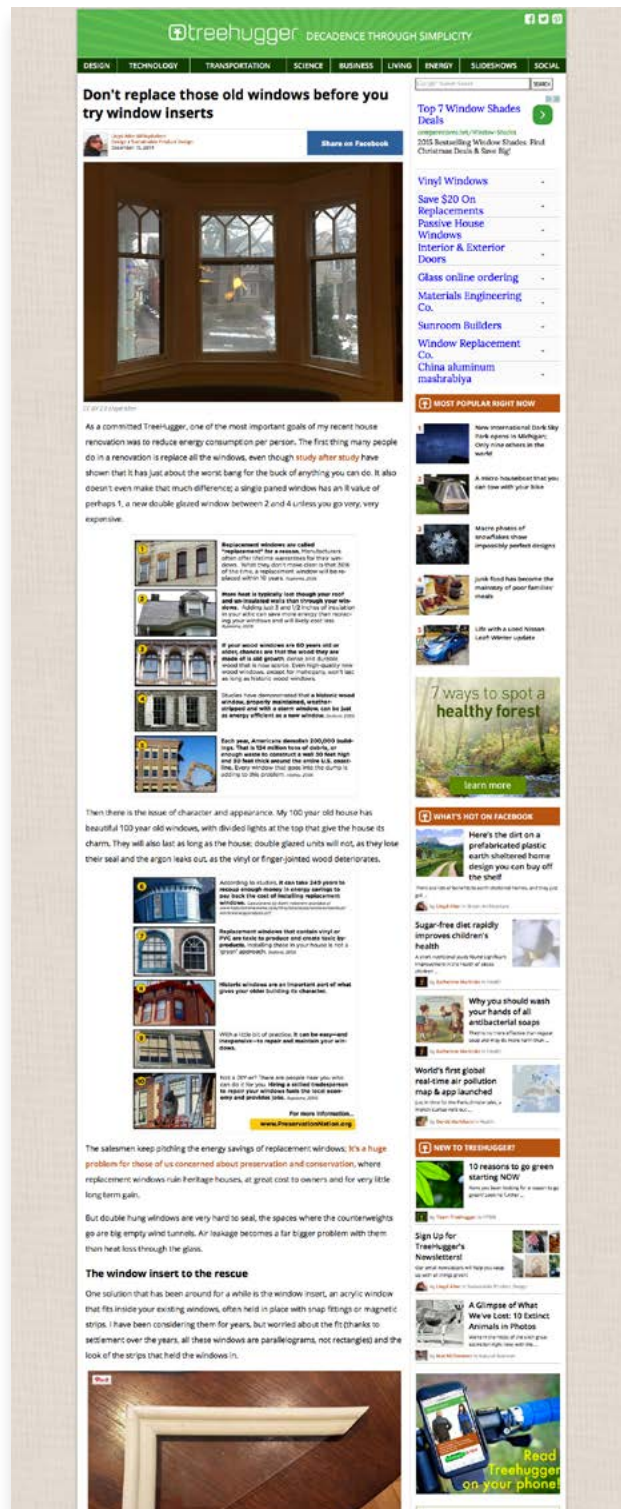
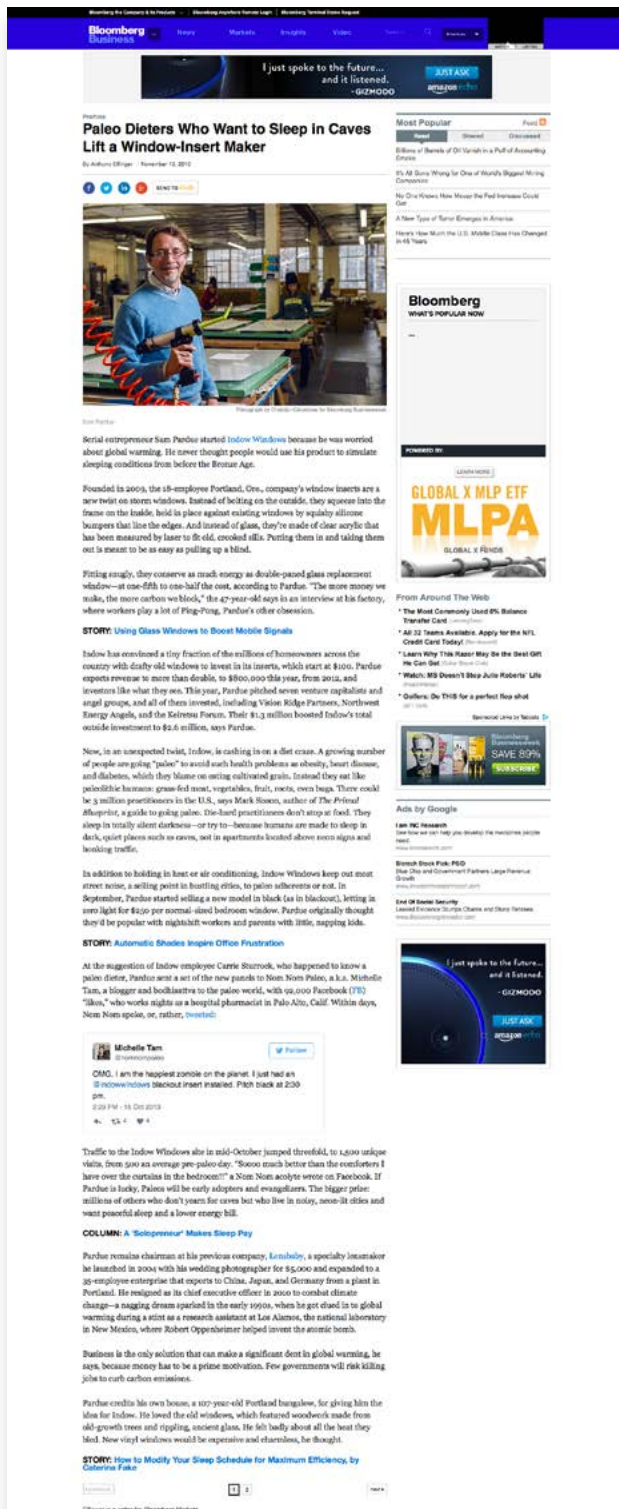
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Bloomberg Businessweek

Treehugger



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Contact us for more information about Indow.

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