

Brussels, 25 February 2021

## EWFA Annual Membership Meeting

Online - 17 February 2021

### Summary

On 17th February 2021, the EWFA (European Window Film Association) held its traditional Annual Membership Meeting, for the first time online.

An event open to the association's members and prospective members, the EWFA Annual General Membership meeting gathered about thirty participants. The four planned sessions allowed participants to get an overview and discuss EWFA's current and future activities, attend technical presentations and participate in an interactive networking coffee break.

Presented by Stephanie Priou, EWFA, Manager, Session 1 was dedicated to EWFA's activities and achievements in 2020 and plans for 2021. 2020 was indeed a special year, in which EWFA quickly re-focused the previously planned events organisation and attendances or meetings to content creation and technical monitoring activities. EWFA also had the opportunity to tie stronger links with players inside our industry, or peer organisations working on topics of interest for us, such as automotive legislations or buildings energy-efficiency. One of the highlights of 2020 in this respect is probably the energy-efficiency campaign launched in July, which reached more than 300 contacts in Europe from energy agencies, research centres, construction and renovation experts' organisations, academics, etc. with the objective to introduce these stakeholders to window films and their benefits.

During Session 2, Jorge Borges, EWFA Technical Committee Leader and Global Technical Enablement, Performance Films at Eastman had the opportunity to go more in-depth into current EWFA Technical Activities, especially expanding on CE marking for window films, but also on the organisation's activities on infrared measurements, and the newly-created Working Group on fire regulations for window films.

The Coffee Break & Networking Session was successful among participants, as it allowed getting to know each other thanks to an interactive "ice-breaking" platform allowing blind matching.

Session 3, “Architectural and Automotive Challenges for Window Films” closed the morning sessions with two presentations from peer organisations:

- Charlotte Röber, Managing Director for EPPA (the European Trade Association of PVC Window System Suppliers), presented the organisation’s efforts at European level in terms of sustainability and recycling for PVC, and standardization and participation to regulatory processes.

- Maria da Glória Gomes, Assistant Professor at the Department of Civil Engineering, Architecture and Georesources, Instituto Superior Técnico, University of Lisbon presented the University’s researches on window films and trends for the sector, notably in terms of indoor thermal comfort and energy-efficiency.

In the afternoon, the “Distributors’ Meeting”, last session of the day, allowed EWFA Distributor members to exchange views on EWFA’s activities and discuss on current and future topics of interest for the organisation, such as recyclability of plastics, energy-savings calculations, or available funding at European and national levels.

Should you wish to know more in details what was discussed during this year’s EWFA Annual Membership Meeting, do not hesitate to contact Stephanie Priou, EWFA Manager: [info@ewfa.org](mailto:info@ewfa.org).