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## **06-04-2013 - Lang of Southwall Insulating Glass to present at WDMA Technical Conference on June 4-6**

April 25, 2013 - Green Buildings

Bruce Lang, president of Southwall Insulating Glass, will present Transforming the Manufacture of Suspended-Film Multi-Cavity IG at the Window & Door Manufacturers Assn. (WDMA) Annual Technical Conference on June 4-6 at the InterContinental Milwaukee Hotel.

Multi-cavity IG technology features one or more coated films suspended inside the airspace of an IG unit to create two or more insulating cavities, enabling performance beyond that of triple-pane IG without the added weight. Despite these attractive performance and weight benefits, the high assembly cost, limited throughput and overall complexity of the manual manufacturing process had relegated the technology to a market niche.

Today that has all changed. Southwall Technologies, a subsidiary of Eastman Chemical and pioneer of suspended-film IG technology branded under the Heat Mirror name, has invested millions of dollars over the last five years on process automation and now supplies window manufacturers with high-quality Heat Mirror IG at high volume from Southwall Insulating Glass, its world-class automated manufacturing facility located in Chicago. This presentation discusses how innovation in the film-specific process steps has transformed the market opportunity for multi-cavity IG and provided the industry with a "future-proof" path to higher IG.

The early bird registration deadline and hotel reservation deadline is May 10. Visit <http://www.wdmatechconference.org/> to register.

Founded in 1927, the Window & Door Manufacturers Association is the premier trade association representing the leading manufacturers of residential and commercial window, door and skylight products for the domestic and export markets. WDMA members are focused on Total Product Performance™ products that are designed and built to performance-based standards. The association is focused on key member needs in the areas of advocacy, product performance, education and information and facilitating business interactions and relationships in the fenestration eco-system. For more information, please visit [www.wdma.com](http://www.wdma.com).

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