

# August Newsletter 2011

There is a lot of confusion in today's market about the combination and relationship between Light Transmission (LT), Insulation (U or R), and Shading Coefficient (or Solar Heat Gain Coefficient SC or SHGC). Some companies who are very strong in advertising try to confuse the architect with these "performance" numbers.

*When working with architects on a design, we stress the following:*



As soon as they pick the thickness of the panel (for insulation and mechanical strength) and color, the SC is an outcome of those two parameters.

Or - they can call for thickness (which will dictate the insulation) and SC, but here the LT will be RESULT of the first two.

What "others" try to do is to "sell" the architect the insulation (and strength of the panel, which most of the time go together) and give him "great SC".....they just forget to tell him that the LT is close to 5% or so.....and when we are involved we tell the architect: "cut the size of

the skylight by 1/2! You will have 60% to 80% LT, the "loss of energy" will be 1/2 (as compare with full size skylight) and your cost will be 1/2". It is mistake to build "dark" skylight.

*The whole purpose of a skylight is to allow light into a building.*

*As always, if you have any questions or concerns, please feel free to contact us. Customer Service is our top priority!*

Best Regards,

**AmeriLux International**

**P: 888-602-4441**

**F: 920-336-9301**

**E: [tech.service@amiluxinternational.com](mailto:tech.service@amiluxinternational.com)**