

INFILTRATION!

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By Seamus Dolly

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Affiliation ; defined as association, relationship, connection, attachment, membership or link.

There exists a process in business, known as Affiliation.

This process is for the benefit of product/service owners and people who affiliate with them. Built into the price of a product is an affiliate commission, which can be a percentage, often in excess of fifty percent.

The expected or normal result of such a relationship, is to "spread the word" and increase local or global awareness, of an existing or new product. Unless you own a T.V. station, one which is dedicated, and indeed, one which is allowed to "beam" into every country, this agreement is the best way to "make your case".

It is unlikely that any one would request to purchase a "burger", for example, if that person had no knowledge of such a thing, So then, it stands to reason that no-one would buy a new product, or a product already in existence, without hearing about it first.

Once an Affiliate program is set up, anyone who sees a way to promote it (while making money), can do so. He or she is given a unique no./username/url. or code, which can be traced or tracked from the point of sale, back to that person.

This is an automatic system and the commission or monies are credited to the affiliates account. A minority of people "hi-jack" these links but generally speaking, it is a system that works.

If you lived in Los Angeles and just came up with something exciting, perhaps a clever bit of software, an information product, a new invention, or a package holiday company, affiliation programs can successfully put it on the international or global network, resulting in cross-border sales in a very short time.

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Needless to say though, the product has to be good, or at least, good enough.

What I mean by that is that it doesn't have to be "mind blowing" or in any way, "supernatural". A well put together cookery e-book can be as good as anything.

And why would it not? Every one that I know, eats for a living. You know what I mean!

Pre-internet, affiliate could have been likened to sales representative.

Now, though, affiliates don't have to "hard sell" or "cold call". They do not have to call to someone's home or place of business, hassling people.

It is now done by e-mail to their subscribers, on and off-line advertising, and various other techniques. For the supplier/manufacturer/creator/ genius, there is no medical insurance or pension plan, or other liability associated with direct staff.

It works, and is working!

Seamus Dolly is Irish and a webmaster/author.

VINYL REPLACEMENT WINDOW TERMINOLOGY

By John Rocco

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With so many homeowners in the market for more energy efficient windows and doors for their home, I thought I would use this week's article to cover the more common terms used to describe a window's ability to insulate your home from the elements. There is an organization called The National Fenestration Rating Council (NFRC). Their purpose is to test each window manufacturer's product to independently verify the ratings for each test administered. So, let's discuss each test and what it means.

First, there is the U-Factor. This number represents the rate that heat escapes through the window. Therefore, the lower the U-Factor, the better the window. Most vinyl replacement windows with standard, dual pane glass, have a U-Factor around .5. When you add LowE glass in place of the standard clear glass, the U-Factor comes down below .4. By replacing the air between the panes of glass with Argon or Krypton gas, the U-Factor can be reduced to around .3. The Government's energy star program requires a window to have a U-Factor below a certain number in order to be energy star rated. You need to find out what that rating is in your particular area of the country. You can start by going to

The energy star website

. In areas of the country where rebates are given for installing energy

star rated products in your home, you will only receive the rebate by proving that your windows have a U-Factor less than the maximum allowed. That proof comes from the manufacturer's NFRC label

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affixed to each window.

Another test is called Solar Heat Gain Coefficient (SHGC). The SHGC measures a window's rate of heat penetration from outside. The lower the number, the better resistance there is to heat getting into the house from outside. There are also air and water infiltration tests. The air test actually tests how much air is able to pass through the window from outside to inside. Therefore, you want a low number. Typically, a .30 is the maximum allowable rate of air infiltration. Water infiltration tests the amount of water and pressure the window is able to resist. Therefore, the higher rating is better for this test. Frankly, i wish they would just rate all tests on a 1 to 10 scale, with 10 being best. Then, you wouldn't get confused trying to remember which tests should have high numbers and which ones should have low numbers. You can get more information on window testing by going to the

NFRC Website

John Rocco has been installing replacement windows since 1978. To learn more, visit

How To Install

Windows



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