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WincovER Simulator

Calculate customer energy savings with the WincovER simulator

Product Guide

Window Shading Association of Australia

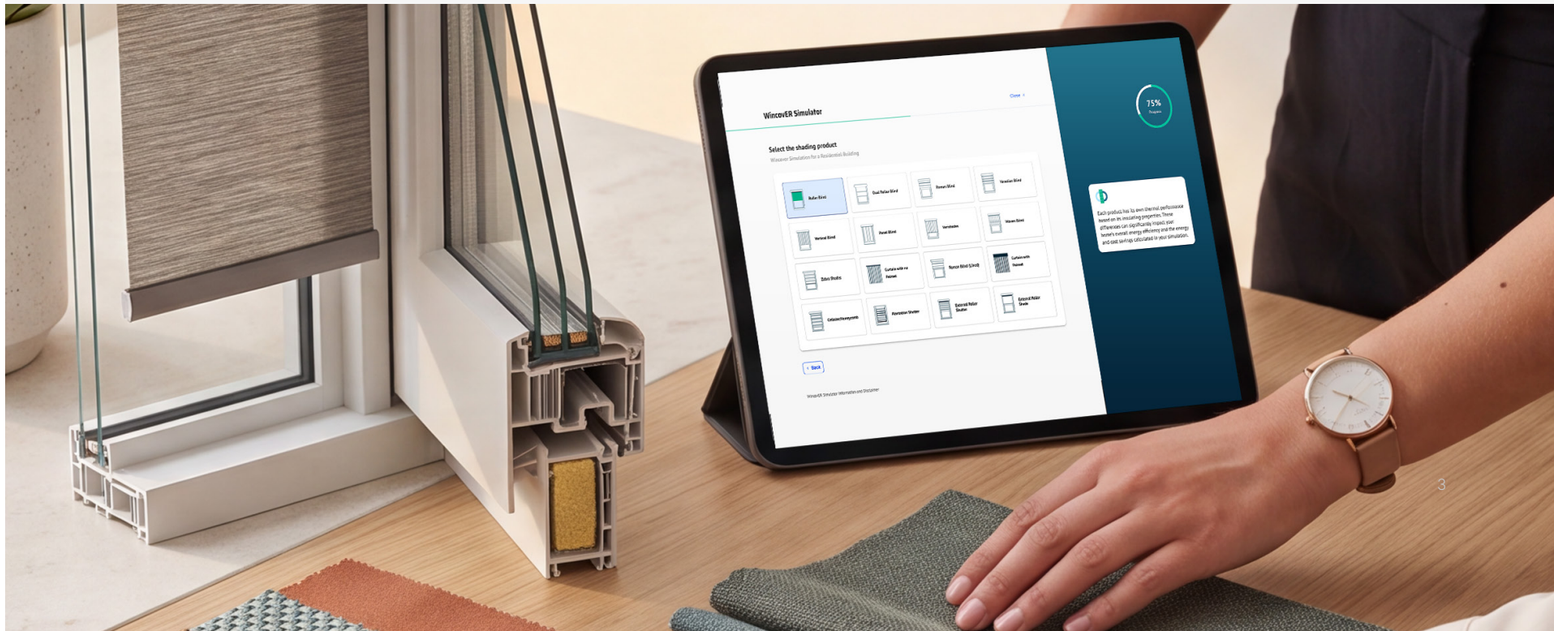
WincovER

The WincovER Simulator is a first-of-its-kind tool built to help window shading businesses sell smarter.

Developed by the Window Shading Association of Australia (WSAA), this innovative tool turns complex data into a clear sales advantage by helping window shading businesses demonstrate the energy and cost saving value across an extensive range of products.

Intuitive, lightning fast and backed by science, it turns complex modelling into practical insights that help your team make stronger product recommendations, lead more valuable sales conversations and gain a competitive advantage.

This guide introduces WincovER, and why access to this member-exclusive tool is becoming a powerful competitive advantage for members of the Window Shading Association of Australia.



01.

Market Shift

Customers are now looking for more than just style and price.

Customers are thinking more carefully about energy use, comfort and the long term value of the products they choose for their homes. For window shading businesses, that creates a valuable opportunity.

Style, colour, privacy, light control and price still matter, but they are no longer the whole story. Customers also want to understand how the right product can contribute to a more comfortable and energy efficient home.



Window shading products play an important role in managing heating and cooling demand, improving comfort and reducing household running costs. The challenge has always been explaining that value in a way that feels clear, credible and relevant to the customer.

WincovER gives window shading businesses a data-backed way to demonstrate how different products can contribute to energy and cost-saving outcomes across real Australian home scenarios.

Built by Science. Backed by Data.

The WincovER Simulator is not a generic savings calculator.

Behind the simple online interface is a large body of building energy modelling created to help make the performance of window coverings easier to understand, compare and communicate.

The simulator uses detailed modelling of Australian residential homes, local climate conditions, building types, window covering options and operating patterns to estimate how different shading products influence heating energy, cooling energy, running costs and emissions.

The modelling behind the simulator considers a broad range of real-world factors, including:

- Australian climate zones and location-specific weather conditions
- Different home types, including houses, townhouses and apartments
- Older homes and newer, better-insulated homes
- Window size, orientation and construction characteristics
- Internal and external window shading products
- How window coverings are opened, closed and operated
- Heating and cooling energy demand
- Estimated annual energy cost and emissions impacts



The data shows a clear national opportunity.

The WincovER Simulator is supported by a substantial dataset of simulation outcomes across Australia.

Based on more than 129,000 simulation observations, national results show an average percentage saving of 17.29% giving window shading businesses a powerful benchmark to work from.

Consumer priorities reinforce the opportunity. According to the PropTrack & Origin Australian Home Energy Report, May 2025, 68% of Australians say reducing energy bills is their primary motivation for making energy upgrades, while 55% prioritise environmental benefits.

Across different climates, home types and operating conditions, WincovER helps businesses demonstrate meaningful energy and cost-saving outcomes and communicate the value of window shading more clearly.



National average simulation result

129,145
total simulations

17.29%
average percentage saving

Territory	Average Percentage Saving	Total Simulations
ACT	14.92%	5,537
NSW	17.48%	32,837
NT	17.84%	5,888
QLD	19.51%	11,776
SA	16.99%	16,611
TAS	13.40%	3,164
VIC	15.75%	21,650
WA	18.16%	31,682

The important point is not that every home will achieve the same result. The important point is that the simulator gives businesses a credible, evidence-based way to start a more valuable conversation.

Instead of relying only on general claims about comfort or energy efficiency, members can use simulator insights to support product recommendations with indicative data specific to home type, location and shading choice.

04. The Simulator

A step-by-step guide to the user journey for estimating the energy and cost savings of window shades in residential buildings.

01

Select Residential Building Type

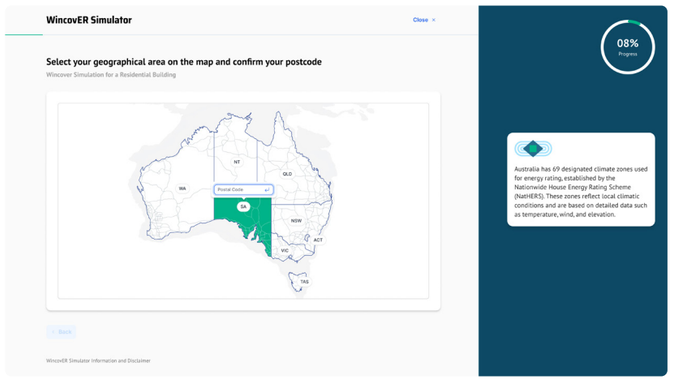
Choose the type of residential building to start your simulation.



02

Select Geographical Area and Confirm Postcode

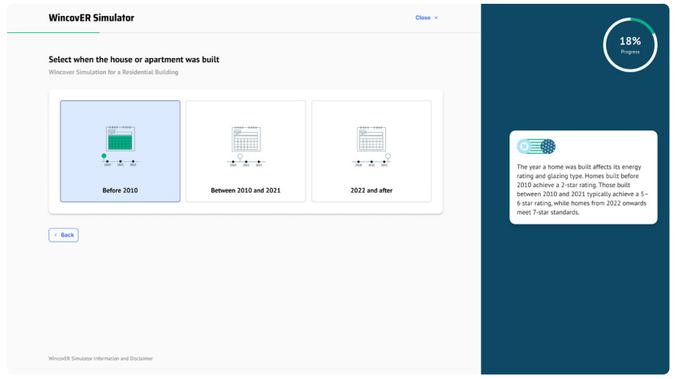
Choose your location to align the simulation with the relevant climate zone.



03

Select When the House or Apartment Was Built

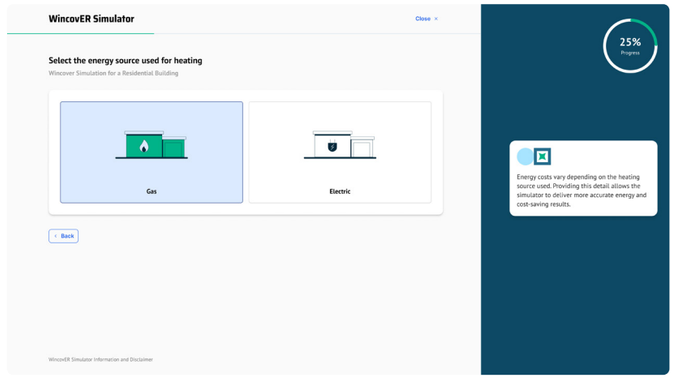
Choose the construction period of the home.



04

Select the Energy Source Used for Heating

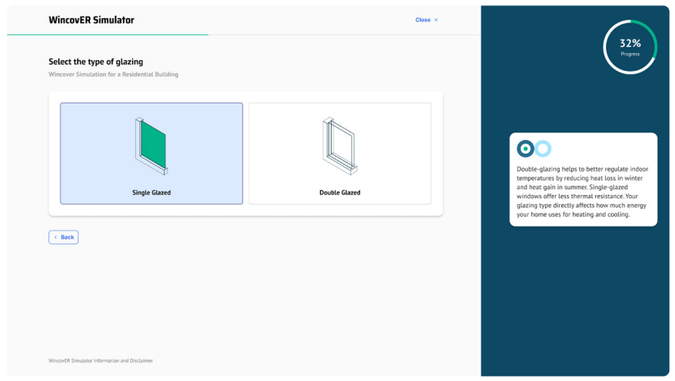
Choose the primary energy source used for heating.



05

Select Glazing Type

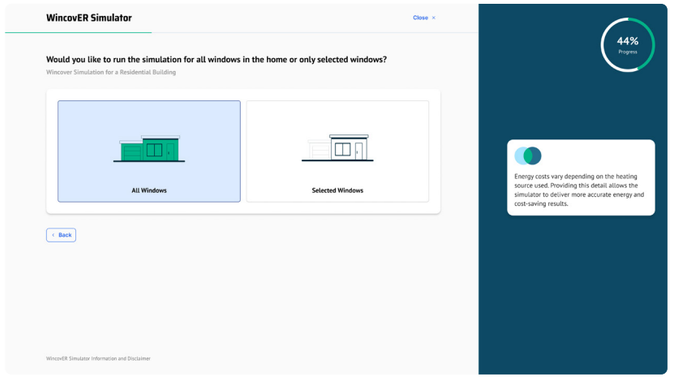
Choose the glazing configuration used in the home.



06

All Windows or Selected Windows?

Choose whether the simulation applies to the whole house or only selected windows.



07

Enter Window Details

Enter the treatment location, bedroom count, and window details. Only applies to Selected Windows.

08

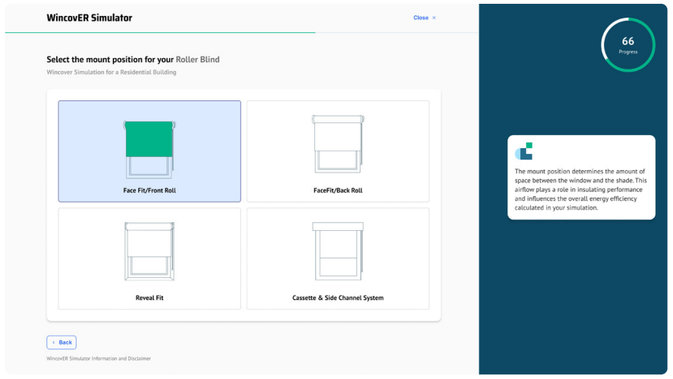
Select the Shading Product

Choose the shading product to be assessed.

09

Select the Mount Position for Your Roller Blind

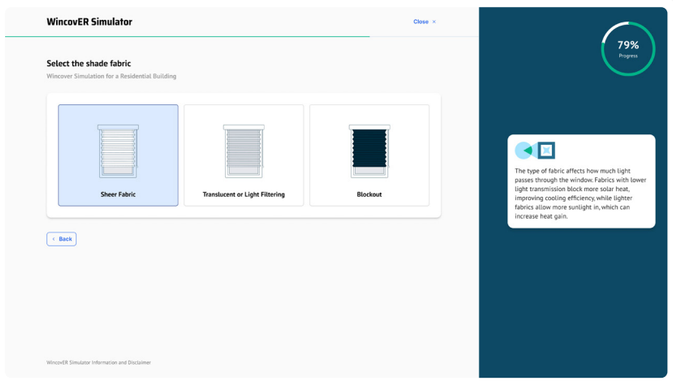
Choose how the product is mounted on the window.



10

Select the Shade Fabric

Choose the fabric type for the selected product.



11

Select the Street-Side Appearance of the Shade

Choose the external-facing appearance of the shade.

12

Your Results

Review estimated energy savings, cost savings, emissions reductions and the simulation summary.

What you'll find here

- Energy savings
- Cost savings
- Emissions reduction
- Certificate PDF

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Your results

WincovER Simulation for a Residential Building

Total Savings	Manual Operation	Automated Operation
Energy Cost Savings (%) Energy savings achievable on cooling and heating needs	11% per annum	28% per annum
Reduction of CO2 Emissions Saving energy helps reduce CO2 emissions into the atmosphere.	105 kgCO2e/pa	289 kgCO2e/pa

Summer Savings	Manual Operation	Automated Operation
Air Conditioning Cost Savings (%) Energy savings achievable on cooling needs	4% per annum	24% per annum
Air Conditioning Energy Savings Saving energy helps reduce CO2 emissions into the atmosphere	36 kWh/pa	266 kWh/pa

Winter Savings	Manual Operation	Automated Operation
Heating Cost Savings (%) Energy savings achievable on heating needs	58% per annum	55% per annum
Heating Energy Savings Needing less energy to heat and cool means your home will be comfortable more of the time.	100 kWh/pa	95 kWh/pa

10th August 2026

Simulation for a **Double Storey House**

Results Based on **Internal** Window Shading

Installation Scope
Whole House

State
QLD

Postcode
4556

Building Construction Period
Between 2010 and 2021

Heating Energy Source
Electric

Glazing
Single Glazing

Shading Product
Curtain with Pelmet

Mount Position
Wall Mounted with Pelmet (Face Fit)

Shade Fabric
Blockout

Street Side Appearance
Dark

These results are estimations, based on information that you have provided and the typical insulating and optical performance of the specified products and materials. They are indicative only of heating and cooling energy savings that may be achievable through the use of different window shading products. They are not an assessment of the energy efficiency or thermal characteristics of your specific house. The energy efficient operation of your window shading is vital to achieving the indicated automated results. Please follow the link for a guide on when to open and close your window shading to maximise energy savings.

View Operation Schedule

05. Product Range

Simulate savings across a broad range of window shading products.

The WincovER simulator is designed to model energy and cost-saving insights across a broad range of internal and external window shading products.

With 16 product types currently available, members can use the simulator to compare different shading solutions and bring more substance into their product recommendations.

Each simulation helps show how a selected product may influence energy performance, estimated running costs and potential savings over a year.

01. Blockout Curtains
02. Cellular/Honeycomb Blinds
03. Dual Roller Blinds
04. External Roller Shades
05. External Roller Shutters
06. Panel Blinds
07. Plantation Shutters
08. Roller Blinds
09. Roman Blinds
10. Roman Blinds (Lined)
11. Sheer Curtains
12. Venetian Blinds
13. Veri Shades
14. Vertical Blinds
15. Woven Blinds
16. Zebra Shades

Sixteen products.

Countless customer scenarios.

Smarter recommendations every time.





06. Integration & Automation

Seamlessly integrate the WincovER simulator via API.

The WincovER simulator can be used as a standalone sales tool or integrated into your existing systems through its API. This allows energy and cost-saving insights to become part of your internal workflow, rather than an additional task your team needs to manage separately.

Customer and product information can be passed into the simulator, calculations can be generated automatically, and results can be returned to your sales, quoting or workflow platform.

By bringing the simulator into the systems your team already uses, WincovER turns complex modelling into a practical part of the sales process.

The simulator is designed to be practical, not complicated.

It gives your business a simple way to bring data into the workflow without slowing down the sales process or making the conversation too technical.

From simulation to sales conversation

01. Enter the home details

Select the location, home type, building age, glazing and other relevant details.

02. Choose the shading option

Select the internal or external window shading product being considered.

03. Generate the results

View indicative energy, cost and emissions savings based on the selected scenario.

04. Save and manage the simulation

Keep simulations in the member dashboard for future reference.

05. Share the results

Send or present the results to support quotes, recommendations and customer conversations.

If your competitors can show the data, where does that leave your business?

This is where the simulator becomes more than a useful tool. It becomes a competitive advantage.

If another business can show energy and cost-saving insights as part of their recommendation, while your quote only shows product and price, they may have a stronger value story.

The WincovER simulator helps WSAA members strengthen their sales process with practical data, clearer recommendations and more compelling conversations.

It gives your business another way to show value, support confidence and create stronger reasons for customers to choose the right shading solution.

Commercial Benefits

Why window shading businesses should be using the WincovER simulator

01. Stronger quotes

Add energy and cost-saving insights to support your product recommendations.

02. Better sales conversations

Give your team more to talk about than style, colour and price.

03. Clearer value

Help position window shading as a performance-based investment, not just a design choice.

04. More confidence

Use data-backed insights to support recommendations with greater credibility.

05. A stronger competitive position

Differentiate your business from competitors who are not yet using energy and cost-saving data in their workflow.

06. Greater sales opportunity

Strengthen your value proposition and turn more recommendations into real sales opportunities.



08. WSAA Membership

Access to the WincovER simulator is just one reason to become a member of the Window Shading Association of Australia.

The WincovER simulator is exclusive to WSAA members, giving your business access to a first-of-its-kind tool built for the Australian window shading industry.

But membership goes further than simulator access.

WSAA gives your business access to practical tools, technical resources, industry connection, advocacy, recognition and a national community of window shading professionals working to strengthen the future of the industry.

Join WSAA today and put the WincovER Simulator to work for your business.

Visit: **www.wsaa.au**



Member Benefits

What WSAA membership gives your business

01. WincovER Simulator access

Use the member-exclusive tool to model and compare energy and cost-saving outcomes.

02. Energy efficiency resources

Access practical information to help your business stay informed and communicate energy performance more confidently.

03. Industry advocacy

Be part of the national body representing the interests of the Australian window shading industry.

04. Regulatory and compliance support

Access member resources designed to help businesses stay informed on important industry requirements.

05. Member directory listing

Increase visibility through the official WSAA member directory.

06. Industry connection

Connect with other businesses, suppliers, retailers, manufacturers and professionals across the sector.

07. Recognition and credibility

Show your connection to Australia's peak industry association and strengthen your professional standing.

08. Events, insights and industry updates

Stay connected to the trends, issues and opportunities shaping the future of window shading.

Window Shading Association of Australia

WincovER

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General Enquiries

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wsaa.au

