



ENERGY CONSERVATION

By Peter Davey, American Window Film, Inc.

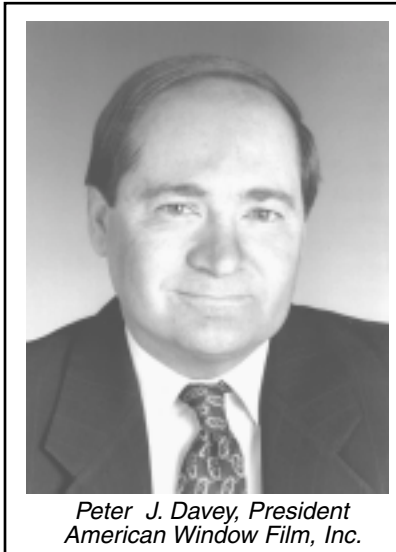
3M Scotchtint™ All Season Window Film

Insulates, reduces drafts and lowers utilities expense.

I recently sat across from a facilities manager who handled several calls during our meeting. Unfortunately for him, they were all complaints from tenants whose employees were too hot, too cold, or unhappy with the drafts in their area of the building. Fortunately for me, I was there to promote a product specifically designed to eliminate these sorts of complaint calls. In light of the rising costs of heating fuels and the instability of their supply, I rarely meet with building owners and managers who are not grappling with ways to regulate temperature imbalances and reduce heating expense. 3M™ Scotchtint™ Plus All Season Window Films act like insulation for your windows – the greatest source of heat loss for commercial buildings – and effectively reduce heating imbalances that trigger tenant complaints.

According to Jim Maloof, American Window Film, Inc.'s Vice President of Sales, "Our films increase tenant comfort by helping to eliminate hot and cold spots in a building. By reducing heat loss and gain through windows, a building's temperature is then determined by heating and ventilation systems rather than the position of the sun."

3M Company's family of window films are designed with energy conservation in mind. Some feature unique Wavelength-Selective metals which block more of the solar spectrum than conventional metals. 3M Scotchtint™ Plus All Season Films work much the same way as their sun control films except that they offer increased performance against cold weather heat loss in addition to their solar performance (heat gain reduction) during warmer months. The patented construction of these films enables the metal coating to reflect more of the interior room heat



*Peter J. Davey, President
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back into the room. Personal comfort is improved and the reduction in drafts and fluctuations in temperature can generate considerable savings on fuel expense.

The majority of our commercial customers easily justify their 3M window film purchase with the energy cost savings they provide. We often place monitoring equipment that accurately records differences in temperature inside of filmed and unfilmed adjacent windows. As a 3M Authorized Dealer, we have access to sophisticated software that projects energy cost savings. We can provide a comprehensive energy analysis that includes Return-On-Investment projections for our large commercial customers. 3M films are also protected with an effective abrasion resistant coating for long-term durability and maintained appearance. Applied to the inside of windows, a quick, clean installation of window film creates little disruption to the flow of business.

3M is the only window film manufacturer that produces their own raw materials such as polyesters, metals,

scratch-resistant coatings and adhesives. Window film is only as good as its adhesive. A bad adhesive will produce bubbling and blistering – distortions created by thermal cycling that can ultimately result in seal failure. Unlike others, 3M's ultraviolet inhibitors are included directly in their adhesive. This ensures lifelong clarity and reduces UV degradation, thus providing long-lasting protection from fading of fabrics and furnishings.

3M Company began the history of window film in 1961 when a patent application was made and subsequently granted in 1966 for a metalized solar control window film. Responding to demand, 3M introduced solar control films, ultraviolet light control films, and low reflectivity, high optical clarity and shatter-resistant films over ensuing decades. Currently a \$20 billion diversified technology company and an ISO9002 certified facility, 3M continues to place emphasis on research and development.

With so many factors contributing to the need for energy conservation, it seems foolish not to consider the purchase of insulating window film...a product that will pay for itself over time with the dollars saved in utilities expense. An assessment of your building's particular specifications and your specific concerns can be addressed quickly by those who have the knowledge, experience and the product that has proven itself in the field. A few minutes with a professional 3M window film dealer may prevent hours of calls servicing unhappy tenants.

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