

NEW ENGLAND REAL ESTATE JOURNAL

ALL-AROUND PERFORMANCE... ALL YEAR LONG

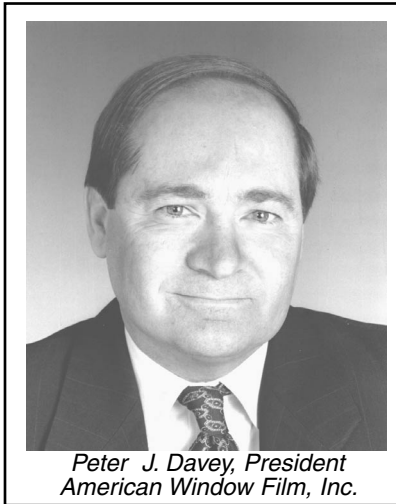
3M™ Scotchtint™ All Season Window Films.

By Peter Davey, American Window Film, Inc.

Like Olde England's "Changing of the Guard" to Brits, New England's "changing of the seasons" to Yankees has become a glorious and reliable companion. Given technological developments in sun control, energy conservation and security window film products, we can now enjoy the splendor of our seasons without compromising green building and security objectives. With a professional, quality window film application, general contractors, architects, and engineers can incorporate more lites in new construction and retrofit older buildings without concern for wasteful energy consumption, safety issues or nuisance glare associated with any expanse of glass.

American Window Film, Inc., an ENERGY STAR partner, carries 3M™ Window Films that significantly reduce heat loss, heat gain and energy consumption while lowering utilities bills. 3M Company recently received the "2008 ENERGY STAR Partner of the Year Award for Sustained Excellence". Presented by the US Environmental Protection Agency and the US Department of Energy, the award is given to organizations for their outstanding accomplishments in reducing greenhouse gas emissions through energy efficiency.

3M Company produced a series of Low-E window films designed to conserve energy. 3M™ Scotchtint™ All Season Films feature Wavelength-Selective metals which block more of the solar spectrum than conventional metals. Inexpensive compared to window replacement, these Low-E window films can reduce air conditioning costs by blocking up to 73 percent of the sun's heat. They also reduce heat loss by up to 30 percent. Patented construction enables their metal coating to reflect more interior room heat back into the room. Personal comfort is improved and reduction in drafts and fluctuations in temperature can generate considerable savings on fuel expense. Applied to the inside of windows, a quick, pro-



Peter J. Davey, President
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fessional installation creates little disruption to the flow of business.

If your building is equipped with Low-E windows already, 3M™ Scotchtint™ All Season Films can enhance their performance. A well made Low-E window can block up to 90 percent of UV radiation. The same window with 3M™ Window Films installed will block more than 99 percent of the UV radiation that contributes to heat loss and gain. In addition, by holding broken shards of glass in place, 3M™ Scotchtint™ Films will improve the safety of Low-E windows that do not typically protect against flying glass unless they are tempered. Also, Low-E windows do not ordinarily reduce glare since most have a visible light transmission greater than 70 percent. 3M™ Window Films can reduce glare up to 80 percent.

Commercial customers justify their investment in 3M™ Window Film by the utilities cost savings they provide. Through the use of monitoring equipment and 3M's sophisticated energy analysis software, we can provide a comprehensive energy analysis that includes Return-On-Investment projections for large commercial customers. Many installations pay for themselves within three years conservatively. As astronomical energy prices continue to rise, return-on-investment is arriving more rapidly.

3M Company began the history of

window film with their patent application for a metallized solar control window film in 1961. Responding to demand, 3M introduced ultraviolet light control films, low reflectivity, high optical clarity and shatter-resistant films over ensuing decades. Their current product line not only saves energy expense, they also reduce fading of fabrics and furnishings, increase occupant comfort, reduce glare, and improve a building's safety and security as well as its overall aesthetics. Applied to various types of glass, they produce customized glazing systems capable of increasing or decreasing solar gains according to climate, aesthetics, security enhancements, and U.V. protection desired.

An ISO9002 certified facility, 3M responded to the demand for a high clarity, low reflectivity, non-metallic window film. Their Prestige Series films reject up to 97 percent of Infrared without using metals -- a critical advantage over 3M's window film competitors. Metals can corrode over time in moist conditions and can interfere with cell phone signals and Wi-Fi transmissions. 3M™ Prestige Window Films unconditionally guaranty against corrosion. They reflect and absorb 99.9 percent of the UV light that fades fine furnishings, and they do this by aligning more than 200 layers of polymers in less than 1/2 the thickness of one 3M Post-It™ Note.

The changing of the seasons in New England is truly extraordinary. As a result of innovative window film technology, fellow Yankees can now enjoy the splendor of it all through an expanse of glass without the expense of energy...or concern for safety. I say, "Jolly good show!"

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