



ENERGY CONSERVATION

By Peter Davey, American Window Film, Inc.

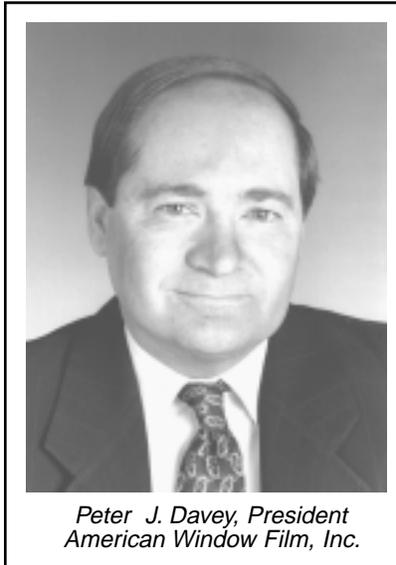
PRICE OF CRUDE OIL IS NO BARREL OF LAUGHS:

*Window Film Installation
as Method of Energy Conservation*

At its recent peak of \$55 a barrel, the volatile cost of crude oil is no laughing matter. Heating oil prices have hit record highs and concern exists that our already tight inventories will tighten even further with the onset of cold weather. "Demand growth is outstripping supply growth and there's very little prospect for that to change," said Rus Newton of commodities hedge fund manager Global Advisors. (msnbc.msn.com/id/5612507; "Oil Prices Again Top \$53 a Barrel"; October 8, 2004). Making a bad situation worse, the dark cloud of potential disruption to international oil supplies continues to hover over our heads.

Building owners and property managers are searching for ways to conserve energy in extremely challenging times. One economical conservation step — that can be implemented before the snow flies — is to reduce the amount of heat escaping through your windows. A professional application of a quality insulating window film will not only lower heating expense; it can pay for itself in the short term.

According to Jim Maloof, American Window Film, Inc.'s Vice President of Sales, "The majority of commercial customers who purchase our window films to reduce temperature imbalances and improve tenant comfort easily justify their purchase through energy cost savings. And they don't have to rely solely upon our word. We've placed 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 often provide a comprehensive energy analysis that includes ROI projections



*Peter J. Davey, President
American Window Film, Inc.*

for our large commercial customers."

3M Company manufactures a family of window films 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 back into the room. Personal comfort is improved and the reduction in drafts and fluctuations in temperature can generate considerable savings on fuel expense. 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 an \$18 billion diversified technology company and an ISO 9002 certified facility, 3M continues to place emphasis on research and development.

Although the cost of crude oil may prevent you from having a barrel of fun this winter, you may be able to grin and bear the rising cost of fuel by becoming proactive in energy conservation. The loss of heat through your windows can be reduced significantly through the installation of quality window film professionally installed by an authorized dealer...and a rapid return on your investment through energy cost savings will keep you smiling all season.

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