



SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.

3M™ WINDOW FILMS...

*reduce the loss of revenue through
your building's windows!*

Energy represents the single largest controllable operating expense for office buildings, typically a third of variable expenses," according to BOMA.org; Training & Education; BOMA Energy Efficiency Program (BEEP). If you saw dollar bills flying through each and every window of your building, dollars lost in the wind every day, would you be motivated to stop the loss? Essentially, this is exactly what happens every day... an ongoing loss of revenue escapes through your windows. A quality window film will reduce that loss substantially.

With the cost of energy use rising astronomically, now is crunch time. Advances in window films to reduce heat loss through windows in winter months and heat gain in warmer months have been significant. Low-E (emissivity) window films are inexpensive compared to window replacement. They not only save 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. Spectrally selective window films can filter out a significant amount of heat normally transmitted through clear glass while allowing light to be fully transmitted. 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.

3M Company has produced a series 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 enabling better performance and light transmission. In cooler climates, 3M's Scotchtint™ Plus All Seasons Window Films work to save energy by reflecting indoor heat back into the room. This can reduce heat loss by up to 23% to 30%



*Peter J. Davey, President
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and can reduce air conditioning costs by blocking 55% to 73% of the sun's heat. 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. The savings in energy costs will pay for a quality window film installation in short order.

The majority of our commercial customers easily 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 our large commercial customers. What other improvements could you make to your building that could pay for itself within five years...3M Window Films can... and as energy prices go even higher, your payback time will be shorter.

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 \$21 billion diversified technology company and an ISO9002 certified facility, 3M continues to place emphasis on research and development. With the introduction of a new family of films, Prestige Window Films, 3M has once again outpaced all other manufacturers by responding to demand for a high clarity, non-metallic window film. As a 3M Authorized Prestige Window Film Dealer, American Window Film, Inc. is one of a select few window film dealers in the country recognized for their ability to offer quality work, extensive product knowledge and the highest standards of customer service.

Building owners and facilities managers may serve themselves well by taking advantage of 3M Company's years of research and development. Advancements in new technology such as Low-E window films should not be overlooked. After an installation of 3M Window Film, hard-earned dollars can be put to good use...rather than seeing them literally lost in the wind.

*Peter J. Davey is president of American Window Film, Inc. of Foxboro, MA, a 3M Prestige Window Films Authorized Dealer.
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