

## A "QUIET" PRODUCT IMPROVES SAFETY & COMFORT:

### 3M™ Scotch™ Brand Window Films

- by Peter J. Davey, President, American Window Film, Inc.



You can't see my product. Many clients prefer not to mention them. Yet they offer you protection in many ways. In a perfect world, I'd walk you through Boston, Providence and other major New England cities, and I'd point out buildings that have windows secured with window films that we've installed. But I can't. Nothing would please me more than to promote the highly prominent government and commercial structures that have windows retrofitted with quality security and energy conservation window films that our company represents. But I won't.

Building owners and property managers are hesitant to call attention to security issues even when they have taken the initiative to minimize risk. Letting patrons know that security was ever under consideration is a marketing and public relations "no-no" for many of our clients. Although I can't aggressively promote many of the large commercial and government projects that our company has completed, I take great pride in representing the "quiet" product that provides invisible protection.

3M™ Scotch™ Brand Window Films help prevent injury from flying shards of glass. They help reduce the harmful effects of UV rays such as skin cancer and fading of fabrics and furnishings. They conserve energy by reducing heat loss in winter months and heat gain in summer months. In addition, they reduce nuisance glare on computer monitors and television screens and improve a building's overall aesthetics by removing from view the clutter and inconsistent window treatments inherent in rented commercial property. And while they are "quietly" doing their thing, they are paying for themselves with the energy cost savings they provide.

Depending upon the type of window – clear, tinted, insulated, single or double pane – and the desired effects – energy conservation, security, UV protection or aesthetics – there is an appropriate window film. 3M™ Scotchtint™ Plus All Seasons Films work to save energy

by reflecting indoor heat back into the room. Featuring Wavelength-Selective metals which block more of the solar spectrum than conventional metals, these Low-E (emissivity) window films can reduce heat loss by up to 23% to 30% and can reduce air conditioning costs by blocking 55% to 73% of the sun's heat. Upon installation, personal comfort is improved and the reduction in drafts and fluctuations in temperature can generate considerable savings on fuel expense.

The strength of 3M™ Scotchshield™ Safety & Security Window Films is credited to 3M Company's patented micro-thin, alternating layered technology to enhance tensile strength and elongation. Per GSA test standard protocols, Applied Research Associates, Inc. conducted a series of high explosive blasts on panes of glass with applied Scotchshield™ security films at the Kirtland Air Force Base in New Mexico. An equivalent of 500 lbs. of TNT was used as a test charge placed at various distances from these glass panels. 3M security films provided significant reductions in glass fragment hazards compared to unprotected windows. They performed very well, meeting specified criteria for GSA buildings with security classifications of Level C and D. 3M films meet ANSI Z97 and CPSC glazing standards, and their construction delivers superior performance over standard polyester films in blast and impact mitigation due to its ability to absorb shock. They are a durable, tear-resistant series of polyester films that provide high optical clarity and have proven themselves in the field.

Building owners and managers are purchasing security window film for perimeter windows in order to mitigate the destructive effects of explosive blasts, vandalism, and severe weather and their associated impact on business continuity. Compared to the expense of glass replacement, retrofitting with security window film offers an affordable option for improving safety. Efficient and professionally trained

installers provide minimum interruption to production activities. The added benefits of reduced heating, cooling and HVAC maintenance expenses provide good reasons for facilities managers to justify their investment on future energy cost savings

With so many window films on the market, choice becomes a challenge. An experienced window film dealer and manufacturer with the financial strength to invest heavily and consistently in research and development will be your best asset when selecting a window film appropriate for your needs. Currently an \$18 billion diversified technology company and an ISO9002 certified facility, 3M continues to place emphasis on research and development. 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.

If you're traveling through Boston, it's all around you. Providence? Yes, it's there as well. It's watching over you in Manchester and Portsmouth and Worcester. It overlooks 128 and I95. Although I may not be able to point out every building our company has filmed, I can say that 3M™ Scotch™ Brand Window Films are quietly going about the business of keeping you safe and comfortable while improving our clients' bottom line.

---

*Peter Davey is president of American Window Film, Inc., a 3M Authorized Window Film Dealer located in Foxboro, MA, 800-274-TINT, www.americanwindowfilm.com.*