



## SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.

**SECURITY WINDOW FILM INSTALLATION:  
*An affordable safety measure helps  
ensure business continuity.***

Where will your business be when the "Party" leaves town? The 2004 Democratic National Convention is coming to Boston. Its potential as a target for terrorist activity is high. Many of your business neighbors have been considering its arrival in the context of business continuity – or rather the cost of business incontinuity – and have initiated safety measures to ensure the uninterrupted flow of business.

Consider this...your windows are shattered. Terrorism, vandalism, riots, blasts, severe weather and smash-and-grab crime can result in shattered windows. How much of an impact will the inability to gain access to your premises have on your business? Have you considered the impact on your business of injuries to building occupants resulting from flying shards of glass? Could you estimate the cost of damage to equipment and furnishings if the interior of your building remained exposed to inclement weather?

For companies to remain viable, business managers have to ask difficult questions. Will the implementation of security measures have an impact on productivity? Can we afford them? Will we see a return on investment? In reference to the installation of security window film, the answers to these questions are no, yes, yes, respectively.

Unlike many costly and counterproductive security measures, the installation of security window film is quick, clean and affordable. Most security films are designed to be applied to the inside of glass. The glass is cleaned using simple cleaning and razor blade scrapers, sprayed with a slip solution for proper positioning and applied to the window. The application is completed by removing excess water, trimming and drying the edges. When complete, the installation of security film provides



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an invisible shield of protection. Efficient, professionally trained installers provide minimum interruption to production activities. In addition, the application of quality window film will provide a return on investment. The benefits of reduced heating, cooling and HVAC maintenance expenses provide good reasons for building owners and managers to justify their investment on future energy cost savings.

3M originally developed security films to address international concerns for improved security against terrorist activity. Their films significantly reduce the risk of serious injury from flying shards of glass due to blasts. A low profile, high performance measure of security in the battle against smash-and-grab crime, 3M security window films are tough, shatter-resistant films that can hold glass together even if a brick were to pass through the glass. Thieves, knowing that time is short, often move on.

3M Company, an ISO9002 certified manufacturer, issued the first patent on window film in 1966. 3M is the only

window film manufacturer that produces their own raw materials such as polyesters, adhesives, metals and scratch-resistant coatings. Their films meet ANSI Z97 and CPSC glazing standards, and 3M's patented multiple micro layer technology, to enhance tensile strength and elongation, has contributed to their longevity in the field. Their patented film 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.

When considering window film, take a close look at their attachment system. 3M combines the elasticity of 3M security film with Dow Corning's structural adhesive system. The combination creates a highly flexible membrane to capture and absorb impact energy. 3M's system allows the frame to bend and twist to accommodate a variety of impact stresses. It's a simple, cost effective attachment system when compared to more bulky mechanical attachment alternatives.

Security and emergency experts are preparing us for a substantial increase in the severity and frequency of terrorist activities over the next several years. Security film installation is one measure of safety that is affordable, offers little interruption to business continuity and provides a return on investment. The peace-of-mind knowing you have reduced the risk of injury to occupants of your building, of course, is priceless.

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