

# Real Estate Journal

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## Reduce heat loss through windows with 3M™ Scotchtint™ Plus All Season Window films



By Peter Davey,  
American Window Film,  
Inc.

Mark Twain said, "There is a sumptuous variety about the New England weather that compels the stranger's admiration—and regret." For those of us who live and work in New England, the weather is only regrettable if we're not prepared. In cold months, we prepare ourselves by dressing with layers of clothing. We can also dress our buildings...with multi-layered polyester window films.

Although we can't control the weather, we can reduce the amount of heat escaping through your windows. We can reduce nuisance temperature imbalances – all too common a cause for complaints from tenants – through the installation of quality insulating window film. While we're at it, we can reduce the sun's glare that has precipitated closed drapes and blinds, compromising the view that drew tenants to your building in the first place.

Since the 80's energy crisis, window film technology has improved dramatically. 3M Company now manufactures a family of window

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films designed for energy conservation. 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. 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. The patented construction of these films enable 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. Applied to the inside of windows, a quick, professional installation of win-

dow film creates little disruption to the flow of business. It's inexpensive compared to window replacement, and it can pay for itself with the energy cost savings it provides.

As a 3M authorized dealer, we have access to sophisticated software that projects energy cost savings. Using monitoring equipment, we can accurately record differences in temperature inside of filmed and unfilmed adjacent windows, and, for our large commercial customers, we often provide a comprehensive energy analysis that includes Return-On-Investment projections. 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 for each application.

Go with experience and follow the money. There is a myriad of window films on the market. With technical data available for each film for every circumstance, 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.

A \$20 billion diversified tech-

nology company and an ISO9002 certified facility, 3M has effectively responded to market demands through the introduction of solar control films, ultraviolet light control films, low reflectivity, high optical clarity and shatter-resistant window films. Their films vary in color, density and heat rejection/retention qualities. They offer up to 99% UV protection and unlike other manufacturers, their UV inhibitors are included directly in their adhesives, ensuring life-long clarity and long-lasting protection from fading of fabrics and furnishings. A manufacturer that produces their own raw materials such as adhesives, polyesters, metals and scratch-resistant coatings, 3M has positioned itself as an industry leader and their patented micro-layered construction has proven itself in the field.

Mark Twain also said, "If you don't like the weather in New England, just wait a few minutes." But be prepared! An installation of a quality window film by an experienced installer will reduce the flow of energy out of your building's windows and save dramatically on heating and cooling expense.

**Peter Davey is president of American Window Film, Inc., Foxboro, Mass.**