



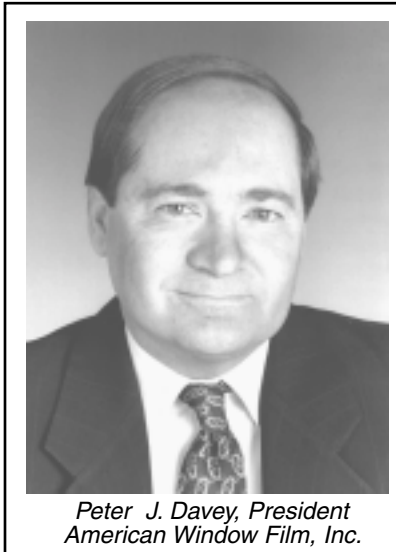
SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.

3M Scotchshield™ Safety & Security Window Film THE AMERICAN WAY

Like many New Englanders, I watched the devastating news of Hurricane Katrina unfold. I watched Wilma level Cancun and tear across Florida. I watched the riots in France and in Argentina during the Summit of the Americas. We all appreciate and despair over the obvious...loss of life, loss of property, loss of dignity, loss of control. All of these events had a commonality that became the subtitle to their bigger story. That is, smash-and-grab crimes were consistently the fringe story. I distinctly recall watching looters smash windows to destroy or steal valuable products on the other side of seemingly fragile plate glass storefronts. I was pleased to see that a few storefront displays were equipped with an invisible shield of protection. Despite the seriousness of events, I smiled as I watched looters swing and hurdle heavy objects that literally bounced off large panes of glass leaving these criminals frustrated by the windows' unforgiving reaction...the windows shattered but refused to give way. They remained strong, likely reinforced by safety and security window film. I watched these thugs attempt to break in, eventually give up and move on—their objective thwarted by a product I'm happy to offer during these unsettling times.

Certainly, New England is not immune to natural or man-made catastrophic events. Building owners and facilities managers are purchasing 3M™ Scotchshield™ Safety & Security Window Film for perimeter windows in order to mitigate the destructive effects of explosive blasts, severe weather and vandalism, and their associated impact on business continuity. Compared to the expense of glass replacement, retrofitting with security window film offers



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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.

Most of us have experienced the invisible shield of protection that 3M security films provide. Many commercial buildings (banks, airports and federal buildings) have security film already installed. We rarely hear about security window film installations since building owners are reluctant to suggest that any of us are vulnerable inside their facility. I might argue that knowledge of safety measures in place is both reassuring to our community and a deterrent to many who seek to do us harm.

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. They are a durable, tear-resistant series of polyester films that provide high optical clarity. Their construction delivers superior performance over standard polyester films in blast and impact mitigation due to its ability to absorb shock.

The 3M™ Ultraflex Sealant System is a strong safety and security installation system. It combines the strength and elasticity of 3M Scotchshield™ Safety and Security Window Film with Dow Corning™ 995 Silicone Structural Sealant. The combination creates a flexible membrane that captures and absorbs impact energy allowing the frame to bend and twist to accommodate a variety of impact stresses. It is a more cost-effective system when compared to more bulky mechanical attachment alternatives.

Though troubled by the tenor of the times, I'm reassured to know that there are products on the market manufactured to minimize the damage to property and loss of business continuity – the secondary story hidden in the shadow of the main event. Security window film is a product that helps the commercial sector work smarter not harder in the aftermath of catastrophic events, allowing us to pick ourselves up quicker, dust ourselves off faster and start all over again sooner. It is, after all, the American way.

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