

# NEW ENGLAND REAL ESTATE JOURNAL

## SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.  
**HURRICANE RESISTANT 3M™ SCOTCHSHIELD™  
SAFETY & SECURITY WINDOW FILMS...**  
*Mother Nature's answer to violent weather.*

Our hurricane season runs from the beginning of June through the end of November. Meteorologists claim that August through October are typically the most active months of the season and New England is due for a hit within the next few years. Research has shown that the majority of injuries and property damage that occur during catastrophic events, such as violent weather, bomb blasts or explosions, is the direct result of air-borne debris, especially broken glass. Flying shards of glass tear like daggers through personal property and inflict injury, sometimes fatal, to everything and everyone in its path. 3M™ Scotchshield™ Safety & Security Window Films, often referred to as hurricane-resistant or shatter-resistant window films, help hold broken glass in place, preventing it from potentially destroying lives, property and interrupting the flow of business.

Be wary of any window film dealer or manufacturer that suggests that window film is hurricane-, bullet-, or vandal-proof. No window film (especially film not specifically manufactured as security film and tested in accordance with GSA standards) can make such a claim. Security window films substantially reduce the risk of devastation resulting from broken glass. The superior strength of 3M Window Films is a result of extensive research and development, patented proprietary technology, and stringent field testing. I personally have seen bricks thrown at and bounce off of windows that have been treated with 3M™ Scotchshield™ Safety & Security Window Film. No other window film manufacturer has more experience with window film than 3M.

Caveat emptor! There are window film dealers who sport the 3M logo yet are not authorized to sell or install 3M window films. If you ask for 3M and are diverted to a film – produced by another

manufacturer – that's "better suited for your application"...beware. If you wish to purchase a 3M product, look for "3M Prestige Window Films Authorized Dealer" on company literature, letterhead or promotional materials and question the representative.

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



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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.

Building owners, facilities managers and risk management specialists are investing in shatter-resistant 3M™ Scotchshield™ Safety & Security Window Films for perimeter windows to mitigate the destructive effects of severe weather, explosive blasts, and vandalism, 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.

Hurricane-resistant 3M™ Scotchshield™ Safety & Security Window Films may be Mother Nature's answer to violent weather, but they also speak to man-made disasters such as explosions, vandalism and the high cost of energy. They not only mitigate the destruction caused by severe weather, they also minimize damage caused by blasts and burglars attempting to commit "smash-and-grab" crime. A conservative investment dramatically reduces the risk of costly injury and damage and to lives and property while lowering utilities expenses in the process! Such a cost-effective investment delivers maximum peace of mind.

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