

# NEW ENGLAND REAL ESTATE JOURNAL

## ENERGY CONSERVATION

By Peter Davey, American Window Film, Inc.

### GO GREEN AND SAVE GREEN

*3M™ Window Films Conserve  
Energy and Reduce Energy Costs.*

A quality window film installation generates big savings on energy consumption and energy costs. "Without a doubt, this product [3M™ Window Films] will save money -- in more ways than one." (Buildings magazine, [www.buildings.com](http://www.buildings.com), "3M Window Films: Clearly a Smart Choice"; April 2008.) 3M™ Window Films were given a five-star Editors' Choice rating (a one- to five-star rating system) for Energy Savings by Buildings magazine. As stated in their product review, "This film blocks 97 percent of the sun's infrared light. That equals big savings on AC during hot weather (the less heat that penetrates the building, the less often your cooling kicks on)."

Building owners and facilities managers will serve themselves well by taking advantage of 3M Company's years of research and development. Advancements in new technology such as Low-E and non-metallic window films should be a requirement of any energy conservation program. Commercial customers justify their investment in 3M™ Window Film by the utilities cost savings they provide. As a 3M™ Window Films Authorized Dealer, American Window Film, Inc. can provide a comprehensive energy analysis that includes return-on-investment projections for large commercial customers. Many 3M™ Window Film installations pay for themselves within three years conservatively. With energy prices so high, return-on-investment is arriving more rapidly.

American Window Film, Inc., an ENERGY STAR partner, carries 3M™ Window Films that significantly reduce heat loss, heat gain and energy consumption while lowering utilities bills. 3M Company recently received the "2008 ENERGY STAR Partner of the Year Award for Sustained Excellence". Presented by the US Environmental Protection Agency and the US Department of Energy, the award is given to organizations for their outstanding accomplishments in reducing green-



house gas emissions through energy efficiency.

A \$24 billion diversified technology company and an ISO9002 certified facility, 3M continues to place emphasis on research and development. With their Prestige Series window films, 3M has once again outpaced all other manufacturers by responding to demand for a high clarity, non-metallic window film. These films reject up to 97% of Infrared without using metals -- a critical advantage over 3M Company's window film competitors. Metals can corrode over time in moist conditions and can interfere with cell phone signals and Wi/Fi transmissions. 3M Prestige Series window films unconditionally guaranty against corrosion. They offer high optical clarity, low reflectivity and incomparable performance. They reflect and absorb 99.9% of the UV light that fades fine furnishings, and they do this by aligning more than 200 layers of polymers in a total thickness that is less than 1/2 the thickness of one 3M Post-It™ Note.

3M Company also produces a series of Low-E window films specifically designed to conserve energy. 3M™ Scotchtint™ All Season Films feature Wavelength-Selective metals which block more of the solar spectrum than conventional metals. Inexpensive compared to window replacement, these Low-E window films can reduce

air conditioning costs by blocking up to 73 percent of the sun's heat. They also reduce heat loss by up to 30 percent. Patented construction enables their metal coating to reflect more interior room heat back into the room. Personal comfort is improved and reduction in drafts and fluctuations in temperature can generate considerable savings on fuel expense.

If your building is equipped with Low-E windows already, 3M™ Scotchtint™ All Season Films can enhance their performance. A well made Low-E window can block up to 90 percent of UV radiation. The same window with 3M™ Window Films installed will block more than 99 percent of the UV radiation that contributes to heat loss and gain. In addition, by holding broken shards of glass in place, 3M™ Scotchshield™ Films will improve the safety of Low-E windows that do not typically protect against flying glass unless they are tempered. Also, Low-E windows do not ordinarily reduce glare since most have a visible light transmission greater than 70 percent. 3M™ Window Films can reduce glare up to 80 percent.

Applied to various types of glass, window films produce customized glazing systems that are capable of increasing or decreasing solar gains according to climate, aesthetics, security enhancements, and U.V. protection desired. In addition, a quick, clean, professional installation creates little disruption to the flow of business. A product and service to help you go green and save green, a quality window film installation will reduce energy consumption and save money...it's a beautiful thing!

*Peter J. Davey is president of  
American Window Film, Inc, a 3M™  
Window Films Authorized Dealer,  
Prestige Dealer Network, located in  
Foxboro, MA and Atlanta, GA,  
800-274-TINT,  
[www.americanwindowfilm.com](http://www.americanwindowfilm.com)*