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Insulating Low-E window films from American Window Film: An energy conservation necessity

pd Peter Davey



American Window Film, Inc.

"Roller coaster" has been used so often the past few weeks when describing "the market" that I'm feeling a little queasy from the slow upward rises and rapid steep declines. Financial wizards' and stock market gurus' demeanor of discourse has been running the gamut of emotions from guarded optimism to calm resolve to wild and

crazy "the sky is falling" rants while they daily deliver us their insight on the market status at the closing bell. Bottom line? Times are tough. We've been rudely awakened to the necessity to conserve.

Architects and engineers have discovered the benefit of energy conservation window films for their clients. The greatest source of heat loss and gain in any building is through its windows. Windows account for 10 to 25% of heating bills according to the EERE (U.S. Department of Energy/Energy Efficiency and Renewable Energy).

Insulating, Low-E 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 rising energy prices, return-on-investment is arriving more rapidly.

If that is not incentive enough, commercial property owners and leaseholders may qualify for tax deductions as outlined in the Tax Relief & Health Care Act of 2006 and the Energy Policy ACT of 2005. Originally set to expire 12/31/2007, commercial building deductions have been extended

through 12/31/2008 for qualifying products and improvements to a building's energy efficiency (<http://www.irs.gov>; "Commercial Property Owners and Leaseholders Qualify for Energy Efficiency Tax Deduction", 8/12/08). Tax consultants can offer specifics.

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

reducing greenhouse gas emissions through energy efficiency.

3M Low-E window films were specifically designed to conserve energy. Featuring wavelength selective metals which block more of the solar spectrum than conventional metals, they can reduce air conditioning costs by blocking up to 73% of the sun's heat. They also reduce heat loss by up to 30%. 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.

3M Window Films can enhance the performance of Low-E windows. A Low-E window can block up to 90% of UV radiation. The same window with 3M Window Film installed will block more than 99% 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%. 3M Window Films can reduce glare up to 80 percent.

A \$24 billion diversified technology company and an ISO9002 certified facility, 3M has responded to demand for a high clarity, non-metallic window film. Their 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.

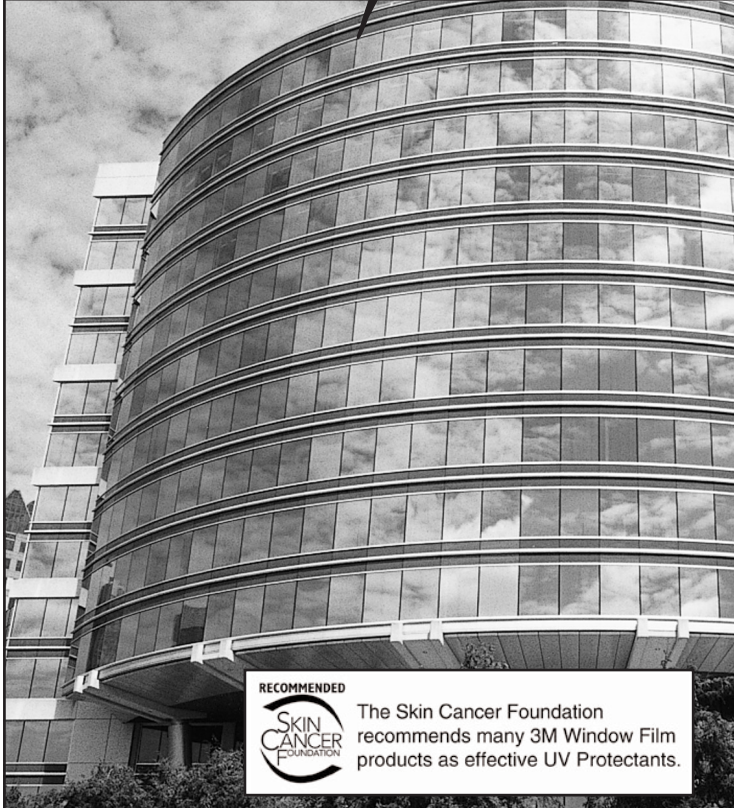
A professional window film installation is quick, clean and inexpensive. It pays for itself in short order and continues to save on heating and cooling expense. Given the rise and fall of the Dow and anticipating a long bumpy ride ahead, we would be well served to conserve...and insulating with energy conservation window films is a great place to start.

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

3M™ Window Films

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American Window Film, Inc.

offers 3M™ Window Films that have met ENERGY STAR and LEED energy efficiency guidelines. 3M™ Window Films significantly reduce heat loss, heat gain and energy consumption while lowering utilities bills.



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