

ENERGY CONSERVATION

By Peter Davey, American Window Film, Inc.

3MTM WINDOW FILMS "Seize the Energy!"

n the words of the irreverent Robin Williams, "Carpe per diem – seize the check." If you have not yet invested in window film, you are throwing away money in utilities expense. Money that could be put to better use every month flies through each and every window of your building...an un-necessary loss of revenue. A wise investment in a quality window film installation will reduce that loss substantially.

With the cost of energy use rising astronomically, now is crunch time. Advances in window films to reduce heat gain through windows in warmer months and heat loss in winter months have been significant. Low-E (emissivity) window films are inexpensive compared to window replacement. They not only save energy expense, they also reduce fading of fabrics and furnishings, increase occupant comfort, reduce glare, and improve a building's safety and security as well as its overall aesthetics.

Applied to various types of glass, they produce customized glazing systems capable of increasing or decreasing solar gains according to climate, aesthetics, security enhancements, and U.V. protection desired.

3M Company has produced a series of window films designed with energy conservation in mind. Some feature unique Wavelength-Selective metals which block more of the solar spectrum than conventional metals enabling better performance and light transmission. In cooler climates, 3MTM Window Films work to save energy by reflecting indoor heat back into the room. This 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. 3M™ Window Films are also protected with an effective abrasion resistant coating for long-term durability and maintained appearance. Applied to the inside of windows, a



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quick, clean installation of window film creates little disruption to the flow of business. The savings in energy costs will pay for your window film installation in short order.

The majority of our commercial customers easily justify their investment in 3M™ Window Film by the utilities cost savings they provide. Through the use of monitoring equipment and 3M's sophisticated energy analysis software, we can provide a comprehensive energy analysis that includes Return-On-Investment projections for our large commercial customers. Many installations will pay for themselves within five years and as energy prices go even higher, your payback will be shorter.

3M Company is the only window film manufacturer that produces their own raw materials such as polyesters, metals, scratch-resistant coatings and adhesives. Window film is only as good as its adhesive. A bad adhesive will produce bubbling and blistering -- distortions created by thermal cycling that can ultimately result in seal failure. Unlike others, 3M's ultraviolet inhibitors are included directly in their adhesive. This ensures lifelong clarity and reduces UV degradation, thus providing long-lasting protection from fading of fabrics and furnishings.

3M Company began the history of window film in 1961 when a patent

application was made and subsequently granted in 1966 for a metalized solar control window film. Responding to demand, 3M introduced solar control films, ultraviolet light control films, and low reflectivity, high optical clarity and shatter-resistant films over ensuing decades.

A \$23 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 the 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 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.

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. There is no better time than now to conserve. "Carpe diem...seize the day!"

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