



SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.

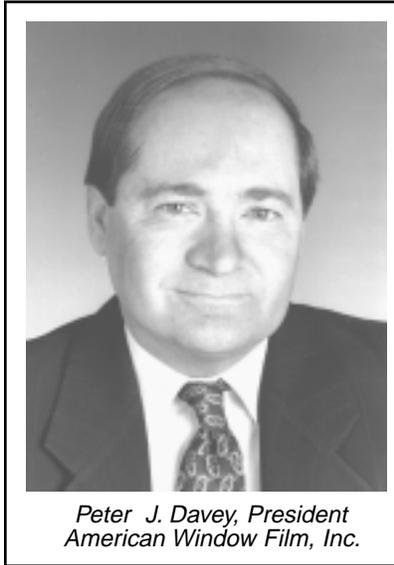
RISING UTILITIES EXPENSES INCENTIVE FOR CONSERVATION

*Conserve Energy with
3M™ Scotchtint™ Plus All Season Window Films*

One year ago I wrote an article entitled "Black Gold Rising...Will We See \$75 a Barrel for Crude Oil?" (New England Real Estate Journal, September 3, 2005). The answer to the question posed in that title is an astounding...YES! This past July a barrel of crude oil went for \$75.78. Although economists were predicting this astronomical price, quite frankly, I did not expect the day would come. Well, that day has come and as utilities expenses rise across the board, the time to conserve is now.

One way to conserve heating fuel significantly is to insulate your building thoroughly. Most of us immediately think of adding more insulation within the walls of our building, tuning up our HVAC equipment, wrapping hot water tanks and pipes with insulating materials but we often overlook our windows which are the greatest source of heat loss and heat gain in any building.

There is a variety of insulating (Low-E) window films on the market. 3M Company manufactures a series of these films, 3M™ Scotchtint™ Plus All Season Films, that work much the same way as their Sun Control Films except that they offer increased performance against cold weather heat loss in addition to their solar performance (heat gain reduction) during warmer months. Featuring Wavelength-Selective metals which block more of the solar spectrum than conventional metals, these Low-E (emissivity) window films can reduce heat loss by up to 23 to 30 percent and can reduce air conditioning costs by blocking 55 to 73 percent of the sun's heat. The patented construction of these films enable the metal coating to reflect more of the interior room heat back into the room. Personal comfort is improved and the reduction in drafts and fluctuations in temperature can generate considerable savings on fuel expense.



*Peter J. Davey, President
American Window Film, Inc.*

If your building is equipped with Low-E windows already, 3M™ Scotchtint™ Plus 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™ Scotchtint™ or Scotchshield™ 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 and security of Low-E windows that do not typically protect against broken or 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™ Scotchtint™ and Scotchshield™ Films can reduce glare up to 80 percent depending on the film used.

A \$21 billion diversified technology company and an ISO9002 certified facility, 3M 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. Their patented micro-layered window film construction has proven itself in the field.

3M's spirit of innovation remains strong as they re-invent window films for the 21st century with the introduction of their new series of Prestige Window Films. 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, fabrics and works of art 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.

The commercial sector can no longer ignore the high cost of energy. A professional installation of window film creates little disruption to the flow of business, is inexpensive compared to window replacement, and can pay for itself with the energy cost savings it provides. Building owners and facilities managers are scheduling installations of 3M Window Films and considering the purchase a wise decision and sound investment.

*Peter J. Davey is president of American Window Film, Inc. of Foxboro, MA, a 3M Prestige Window Films Authorized Dealer.
www.americanwindowfilm.com
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