

# NEW ENGLAND REAL ESTATE JOURNAL

## SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.

3M™ SCOTCHSHIELD™

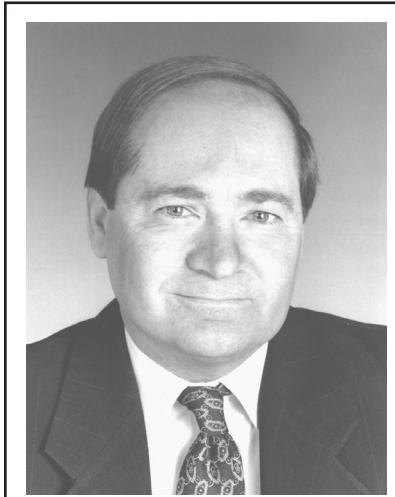
SAFETY & SECURITY WINDOW FILM

*Hurricane window film helps keep you  
and your property out of harm's way.*

NOAA (National Oceanic Atmospheric Administration) . . . announced to America and its neighbors throughout the north Atlantic region that a very active hurricane season is looming, and encouraged individuals to make preparations to better protect their lives and livelihoods." ["NOAA PREDICTS VERY ACTIVE 2006 NORTH ATLANTIC HURRICANE SEASON", National Oceanic Atmospheric Administration/US Department of Commerce, <http://www.nhc.noaa.gov>, May 22, 2006.] The north Atlantic hurricane season runs from the beginning of June through the end of November, and the NOAA is predicting 13 to 16 named storms for the 2006 season.

Building owners and facilities managers are purchasing 3M™ Scotchshield™ Safety & Security Window Film (often called hurricane window film) for perimeter windows in order to mitigate the destructive effects of severe weather, explosive blasts, and vandalism, and their associated impact on business continuity. Although security window film does not prevent glass from breaking, it will hold glass in place and help to minimize injuries and damage to property. 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 and 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.

Most of us have experienced the invisible shield of protection that 3M security films provide. Many commercial buildings (banks, airports and federal buildings) have security film already installed. We rarely hear about security window film installations since building owners are reluctant to suggest that any of us are vulnerable inside their facility. I might argue that knowledge of safety measures in place



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

is both reassuring to our community and a deterrent to many who seek to do us harm.

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 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.

There are many types of window films on the market – each serving different needs. Along with safety and security window films, 3M Company manufactures a variety of window film products including sun control films, architectural/interior designer films, and anti-graffiti films. The Skin Cancer Foundation recommends many 3M Window Film products as effective UV protection. 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. This innovation is 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 guarantee 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.

Predictions clearly indicate that we may find ourselves in the path of a severe storm soon. Although we hate to hear this sort of warning, we don't have to sit idly and wait. Timely preparations will minimize the damage and destruction common to the sort of storms that develop this time of year. Storms less violent than hurricanes can shatter glass and destroy properties, lives and livelihoods. Safety and security window film is a cost-effective way to strengthen fragile panes of glass and hold broken glass in place. 3M™ Scotchshield™ Safety & Security Window Film will help keep you and your property out of harm's way.

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