

ENERGY CONSERVATION SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.

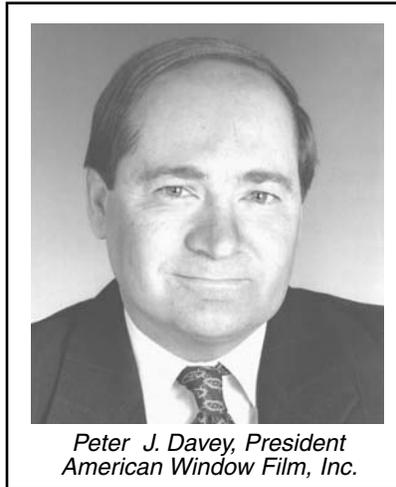
3M™ WINDOW FILMS Energy Conservation and Security Benefits... On a Roll!

We can't escape it. It's everywhere. We read it in newspapers and on blogs, see it on television, hear it on the radio, and talk about it at the water cooler. Terrorism and global warming have become a major part of our national conversation. Surprisingly, many still remain unaware of a product that offers both security and energy conservation benefits for both the commercial and residential markets. Window films provide an invisible shield of protection by holding shattered glass in place--helping to reduce injuries and property damage in the wake of terrorism. While they unobtrusively go about their business of securing safety, they also insulate window--the greatest source of heat loss in any building.

3M originally developed security films to address international concerns for improved security against terrorist activity including vandalism. A low profile, high performance measure of security in the battle against smash-and-grab crime, 3M security window films are tough, shatter-resistant films that can hold glass together even if a brick were to pass through the glass. Thieves, knowing that time is short, often move on.

Compared to the expense of glass replacement, a security window film retrofit is an affordable option for improved safety. Repercussions of NOT installing security window film can be costly. Revenue loss due to production stoppage and the delayed return of employees, customers and occupants warrant the investment. Costs related to personal injuries and repairs to damaged property surely justify the purchase. An installation of safety window film increases the probability of a rapid return to business-as-usual.

Due to their insulating properties, window films offer the added benefit of reduced heating, cooling and HVAC



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maintenance expenses as well. They reduce both heat loss in cold temperatures and heat gain when temperatures rise. The majority of our commercial customers easily justify their 3M™ Window Film purchase with the energy cost savings they provide.

As a 3M Authorized Window Film Dealer and a member of their Prestige Dealer Network, we have access to sophisticated software that projects energy cost savings. We often place monitoring equipment that accurately records differences in temperature inside of filmed and unfilmed adjacent windows. We can provide a comprehensive energy analysis that includes Return-On-Investment projections for our large commercial customers. The rate of return depends upon the type of window (clear, tinted, insulated, single or double pane) and the specific window film chosen.

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. Their patented film construction delivers superior performance over standard polyester films in blast and impact mitigation due to its ability to absorb shock. They are durable, tear-resistant series of polyester films that provide high optical clarity.

3M's spirit of innovation remains strong as they re-invent window films for the 21st century. Their series of Prestige Window 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 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.

Although talk of terrorism and global warming continue to be part of our national dialogue, I am reassured to know that there are products on the market manufactured to minimize catastrophic damage due to glass breakage and increase energy conservation. 3M™ Window Films do both. After 3M™ Window Film has been installed in your building, you can rest assured knowing you've done your part toward conserving fuel and mitigating damage and injuries that could result from glass breakage.

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