

# NEW ENGLAND REAL ESTATE JOURNAL

## ENERGY CONSERVATION

By Peter Davey, American Window Film, Inc.

### 3M™ SCOTCHTINT™ PLUS ALL SEASON WINDOW FILMS *Minimize Seasonal Heat Loss and Gain*

Windows welcome in an abundance of natural light and frame breathtaking views. The use of glass in the construction of both commercial and residential properties has allowed architects, engineers and interior designers to work wonders bringing the outdoors in. However, none of us expected to suffer the discomfort of the "great outdoors" when we purchased our property. Excessive heat loss in colder months and heat gain in warmer months -- the product of so much glass -- have us alternately shivering and sweating at work and at home as the seasons change.

Finally, we can reduce the amount of heat escaping through windows. We can minimize heat gain and nuisance temperature imbalances through the installation of quality insulating window film. While we're at it, we can reduce the sun's glare that precipitates closed drapes and compromises beautiful views.

3M™ Scotchtint™ Plus All Season Films offer increased performance against cold weather heat loss in addition to warm weather heat gain. Featuring Wavelength-Selective metals which block more of the solar spectrum than conventional metals, these Low-E window films can reduce heat loss by up to 23% to 30%. Additionally, they can reduce air conditioning costs by blocking 55% to 73% of the sun's heat. Patented construction enable their metal coating to reflect more 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. Applied to the inside of windows, a quick, professional installation of window film creates little disruption to the flow of business. Inexpensive compared to window replacement, it can pay for itself with the energy cost savings it provides.

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



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

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.

As a 3M Prestige Window Films Authorized Dealer, we have access to sophisticated software that projects energy cost savings. Using monitoring equipment, we can accurately record differences in temperature inside of filmed and unfilmed adjacent windows. For our large commercial customers, we often provide a comprehensive energy analysis that includes Return-On-Investment projections. Depending upon the type of window--clear, tinted, insulated, single or double pane--and the desired effects--energy conservation, security, UV protection or aesthetics--there is an appropriate window film for each application. .

A \$21 billion diversified technology company and an ISO9002 certified facility, 3M Company invests heavily in

research and development. With the introduction of their latest innovative series of Prestige Window Films, they continue to position themselves as a leader in the industry. 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.

Unlike other manufacturers, 3M's UV inhibitors are included directly in their adhesives, ensuring lifelong clarity and long-lasting protection from fading of fabrics. 3M produces their own raw materials such as adhesives, polyesters, metals and scratch-resistant coatings, and their patented micro-layered construction has proven itself in the field. No other manufacturer has more experience in the window film industry than 3M.

So, let the "great outdoors" in! Winter, spring, summer or fall...it's all good. No sitting at the desk with coats on when temperatures plummet...no cranking up the AC when the sun is strong. Architects, engineers and interior designers can emphasize the architectural features of windows while 3M™ Scotchtint™ Plus All Season Films minimize the heat loss and gain that accompany any expanse of glass.

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