

# NEW ENGLAND REAL ESTATE JOURNAL

## SAFETY & SECURITY

By Peter Davey, American Window Film, Inc.

### 3M™ Security Window Films

Provide Silver Lining...

*Amidst Terrorist Threats and Hurricane Warnings.*

I believe we're entering a period this summer of increased risk," states Michael Chertoff, Secretary of Homeland Security. ("Secretary Chertoff Discusses Threat Situation" July 11, 2007, as noted on Homeland Security, www.dhs.gov, July 17, 2007.)

"We're in for a rough year," says AccuWeather.com's Chief Hurricane Forecaster, Joe Bastardi, regarding the possibility of a tropical storm or hurricane striking the Northeast. (State College, PA, May 8, 2007, as noted on AccuWeather.com®, www.accuweather.com, "Hurricane Season Forecast 2007", July 17, 2007.)

Terrorist threats and hurricane warnings are motivating factors that have contributed to building owners and facilities managers improving the safety and security within their buildings. Since it has been well documented that windows are the weakest link in any building, there has been a dramatic increase in the installations of shatter-resistant window films on both commercial and residential properties in recent years.

3M originally developed security films to address international concerns for improved security against terrorist activity including the less publicized yet highly destructive 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



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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 maintenance expenses as well. They reduce heat loss in cold temperatures and heat gain as 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 a durable, tear-resistant series of polyester films that provides 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 some of us in the Northeast tend to hear "The sky is falling! The sky is falling!" when bombarded with terrorist threats and hurricane warnings, don't procrastinate. A quick, clean, cost-effective installation of security window film will help protect the people and property within your building and provide a return on your investment...an unexpected silver lining!

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