

# NEW ENGLAND REAL ESTATE JOURNAL

## ENERGY CONSERVATION

By Peter Davey, American Window Film, Inc.  
**GO GREEN...THE AMERICAN WAY.**

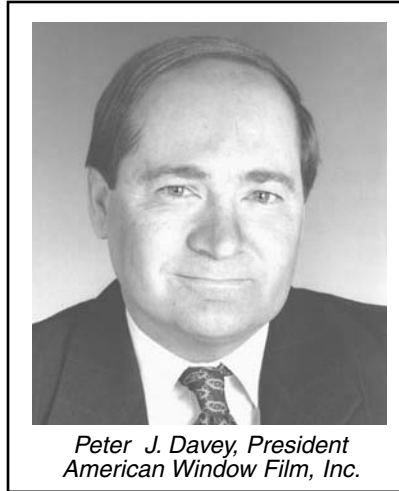
**3M™ Window Films  
conserve energy and dollars.**

Excessive consumption is largely responsible for the depletion of natural resources worldwide and the acceleration of global warming. The construction and maintenance of buildings are responsible for 40% of the U.S. energy use... ("Did You Know?", [www.globalgreen.org/greenbuilding](http://www.globalgreen.org/greenbuilding), 5/20/07.)

The Green Movement has arrived. Architects, engineers, and facilities managers are realizing that utilizing energy conservation products has the additional benefit of substantial reduction in utilities expenses. Green products, like 3M's Low-E (emissivity) window films, actually pay for themselves with the energy cost savings they provide. As a 3M™ Authorized Dealer, we have access to sophisticated software that projects energy cost savings. For large commercial clients, we're able to provide a comprehensive energy analysis that includes return-on-investment projections.

Advances in energy conservation characteristics of window film are impressive. American Window Film, Inc., a 3M™ Authorized Window Film Dealer offers 3M™ Scotchtint%. Plus All Season Films, a series of Low-E window films that can reduce heat loss by up to 30% and can reduce air conditioning costs by blocking up to 73% of the sun's heat. Designed specifically for energy conservation, their patented construction enables its metal coating to reflect more of the interior room heat back into the room. Comfort is improved and reductions in drafts and fluctuations in temperature can generate considerable savings on fuel expense. Inexpensive compared to window replacement, they provide increased performance against warm weather heat gain and cold weather heat loss.

Depending upon the type of window -- clear, tinted, insulated, single or double pane -- and desired effects -- energy conservation, security, UV protection or aesthetics -- there is an appropriate window film. Requests for window film that will balance performance and



aesthetics are frequent. 3M has responded with a high performance amber film that offers substantial summer and winter benefits while maintaining a lower level of reflectivity and good visible light transmission. One of our best window films for heat retention in cold climates, 3M's high performance silver film, offers excellent summer and winter benefits. It features Wavelength-Selective metals that block more of the solar spectrum than conventional metals. Consult with an authorized window film dealer early in your project. With so many window films on the market, choice becomes a challenge.

3M Company uses comprehensive testing facilities to assure quality and performance. Tests are conducted to calculate and monitor film performance, and to accelerate the weathering process. Prolonged testing assures long-term film durability, color stability, adhesive performance and resistance to metallic corrosion. Tests performed on 3M™ films are published by the American Society for Testing and Materials and include: ASTM E-308, ASTM-424 and ASTM G-90. 3M™ Scotchtint™ Window Films meet the requirements for a Class A Interior Finish for Building Materials for both Flame Spread Index and Smoke Developed Values per ASTM E-84.

A \$23 billion diversified technology company and an ISO9002 certified facility, 3M has effectively responded to market demands through advances

to solar control films, ultraviolet light control films, low reflectivity, high optical clarity and shatter-resistant window films. They offer up to 99% UV protection and unlike other manufacturers, their UV inhibitors are included directly in their adhesives, ensuring lifelong clarity and long-lasting protection from fading of fabrics and furnishings. 3M is the only manufacturer that 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.

3M continues to place emphasis on research and development. With their Prestige Series window films, 3M has once again outpaced all other manufacturers by responding to demand for a high clarity, non-metallic window film. 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.

The depletion of non-renewable energy resources is no longer in question. Through conservation and by adopting sustainable energy and green building practices, we could turn things around. It just makes good sense to go green. An installation of Low-E window film will reduce energy expense, is cost effective and will conserve energy... environmentally, we all benefit.

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