VISTA® WINDOW FILM

Take the Defensive on Fading.

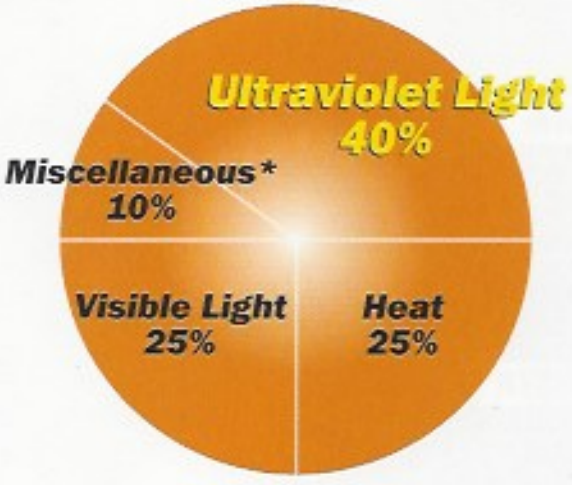
Laboratory studies of a wide variety of fabrics and woods show significant differences in the color stability of these products. Fabric fading results differ depending upon fiber type, dye color, and stability and/or pattern printing techniques. Expensive fabrics are not necessarily a guarantee of fade protection.

Natural wood finishes are much more stable than stains or finishes which may alter the color of the original wood. Wood may actually darken with prolonged exposure to ultraviolet rather than fade to a lighter color.

To enhance the life and function of the film, all VISTA® solar control window film comes with a patented scratch-resistant coating. VISTA® manufacturer, CPFilms Inc., is the largest producer of window film in the world and provides a full lifetime warranty on residential installations. (Commercial installations carry a ten-year warranty).

FACTS ABOUT FADING

What Causes Fading?



**Miscellaneous includes indoor artificial lighting, humidity, and poor dye anchorage.*

To understand the causes of fading, one needs to know a little about the makeup of sunlight.

Sunlight is basically made up of three elements.

- **Visible light** - the part which enables us to see.
- **Infrared light** - the part which we feel as heat.
- **Ultraviolet light** - we neither feel it nor see it, but it is the main factor in causing fabrics and furniture to fade.

Visible light and infrared heat are the other factors that contribute to fading, which is why effective film installations must harness all three sunlight elements.

Ultraviolet absorbers are used to stop ultraviolet light at the film. The type, amount, and location of the absorber in the product determine the films' effectiveness in reducing fading. Absorbers located in the adhesive instead of the film itself can be far less stable and enduring than those built into the film.

Professionally installed, VISTA® films will block 99.9% of all ultraviolet rays with ultraviolet absorbers as an integral element of the film.