

# Why Window Film?

**Protecting your customers' homes means add-on business.\***

**A**s glass is increasingly used in American homes, more and more homeowners are turning to professionally installed solar control window film to help guard against fading, to reduce the sun's glare and for energy savings.

Clearly, there is a conflict between a homeowner's desire for a spacious, airy interior incorporating large expanses of glass and the ravages wrought by the sun. Furthermore, there is an energy price to pay. Heat passes readily through glass—approximately 50 percent of a home's utility bills are

wasted by loss of heat and heat gain through untreated glass.

Consumers have become increasingly aware of the sophisticated window films that are available and the attributes they offer. Window films are environmentally friendly. They save energy. They help protect furnishings and art from fading and help eliminate glare and hot spots. Finally, they allow homeowners to make optimum use of outdoor views afforded by modern spacious windows.

In today's business climate, as we approach the 21st century, there

exists a strong, growing potential market for window coverings retailers and suppliers to increase business\* with a multifaceted solution for solar control problems.

### High-tech Film

Solar control window film should not be confused with the automotive black tinting film of the past. Today's sophisticated window film provides an efficient as well as economical solution to solar problems. The product is a high-tech laminate of polyester and metallized coatings bonded by distortion-free adhe-



**Before:** A clear choice for window film is seen in this living room/dining room area flooded with sunlight and glare.



**After:** Professionally installed VISTA® Window Film makes the space comfortable by cutting heat gain and loss through the glass while eliminating 99.9 percent of harmful ultraviolet rays guards its furnishings from fading. Photographs courtesy of CPFilms Inc.