

Customer Advice Guide

Furnishings fade protection

You have made a sizable investment in your buildings contents, and it is important to protect that investment from the sun's rays. Carpeting, paneling, desks, wood, drapes, and valuable upholstered furniture can quickly lose value when damaged by prolonged exposure to the sun.

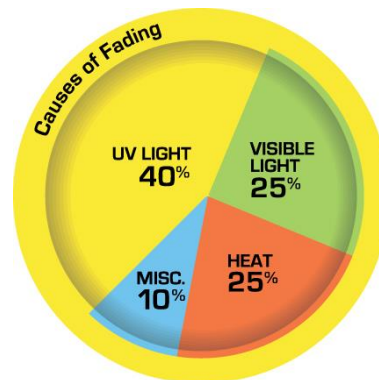
Lift the corner of an area rug that's been exposed to direct sunlight and see if the finish underneath is darker. Or take a picture off the wall. If the paint exposed to sunlight is less vibrant, your interior is showing signs of sun damage.

To understand how window film prevents fading, it helps to know what causes it in the first place.

We hear a lot about harmful ultraviolet (UV) rays, especially their dangerous effects on skin, but they are only part of the fading problem. Visible light and solar heat are also culprits.

Here's a breakdown on what causes fading:

UV light	40%
Visible light	25%
Solar heat	25%
Other	10%



A clear window film that blocks UV rays (40% of the problem) but does nothing to block out visible light or solar heat is only doing about half the job. Professional-quality window films that reject over 99% of UV light *and* work on controlling the other 50% of the problem, offer an ideal solution for preventing fading.

New low emissivity window film technology has enabled us to reduce solar heat gain and block UV to reduce fading and still let visible light shine in.

In addition to preventing fading, 'low e' window films improve comfort by reducing interior heat loss, offer energy savings and help protect against broken glass.