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American Window Film: Energy conservation window films qualify for LEED credits

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The stock market "roller coaster" ride we experienced a year ago seems to have settled down and indicators suggest we are on the road to recovery. Yet, according to Lakshman Achuthan, head of the Economic Cycle Research Institute, banks remain in a state of shock after their "near death" experience and are still reluctant to lend. Bottom line? Times remain tough. The necessity to conserve is now part of our daily discourse.

Architects and engineers have discovered the benefit of energy conservation window films for their clients. The greatest source of heat loss and gain in any building is through its windows. Windows account for 10 to 25% of heating bills according to the EERE (U.S. Department of Energy/Energy Efficiency and Renewable Energy).

Commercial customers justify their investment in 3M Window Film by the utilities cost savings they provide. As a 3M Window Films Authorized Dealer, American Window Film, Inc. can provide a comprehensive energy analysis that includes return-on-investment projections for large commercial customers. Many 3M Window Film installations pay for themselves within three years, conservatively. With rising energy prices, return-on-investment is arriving more rapidly.

For owners, managers and architects looking to increase a building's energy efficiency, many 3M Window Films meet LEED Energy and Atmosphere Prerequisites and qualify for LEED credits. Qualifying categories for credits include "Indoor Environmental Quality", "Daylight and Views" and "Optimize Energy Performance" among others. In addition, the National Fenestration Rating Council (NFRC) has certified a range of the 3M Window Films. NFRC certification provides affirmation that 3M's films meet rigid energy performance factors for windows.

American Window Film, Inc., an Energy Star partner, carries 3M Window Films that significantly reduce heat loss, heat gain and energy consumption while lowering utilities bills. 3M Company recently received the "2008 Energy Star Partner of the Year Award for Sustained Excellence." Presented by the US Environmental Protection Agency and the U.S. Department of Energy, the award is given to organizations for their outstanding accomplishments in reducing greenhouse gas emissions through energy efficiency.

3M Low-E window films were specifically designed to conserve energy. Featuring Wavelength-Selective metals which block more of the solar spectrum than conventional metals, they can reduce air conditioning costs by blocking up to 73% of the sun's heat. They also reduce heat loss by up to 30%. Patented construction enables their metal coating to reflect more interior room heat back into the room. Personal comfort is improved and reduction in drafts and fluctuations in temperature can generate considerable savings on fuel expense.

3M Window Films can enhance the performance of Low-E windows. A Low-E window can block up to 90% of UV radiation. The same window with 3M Window Film installed will block more than 99%

of the UV radiation that contributes to heat loss and gain. In addition, by holding broken shards of glass in place, 3M Scotchshield Films will improve the safety of Low-E windows that do not typically protect against flying glass unless they are tempered. Also, Low-E windows do not ordinarily reduce glare since most have a visible light transmission greater than 70%. 3M Window Films can reduce glare up to 80%.

A $25 billion diversified technology company and an ISO9002 certified facility, 3M has responded to demand for a high clarity, non-metallic window film. Their Prestige Series window films reject up to 97% of Infrared without using metals. Metals can corrode over time in moist conditions and can interfere with cell phone signals and Wi/Fi transmissions. 3M Prestige Series 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-Itâ„¢ Note.

Insulating with Low-E window films should be a requirement of any energy conservation program. A professional window film installation is quick, clean and inexpensive. It pays for itself in short order and continues to save on heating and cooling expense. Now that we are on the road --albeit a slow road -- to economic recovery, we would be well served to conserve.

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