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## Shedding light on a new website & trending products

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American Window Film, Inc. recently announced the launch of their new website, [www.americanwindowfilm.com](http://www.americanwindowfilm.com). Utilizing responsive web design, the new site is crafted to better navigate a wide range of devices from desktop computers to smartphones. According to Peter Davey, President of American Window Film, "Keeping up with the rapid pace of changes in technology is a challenge, but it is one that we must rise to in order to stay in front of our clients whenever, wherever and from whatever electronic device they use."

Vice president/sales, Jim Maloof comments, "Inquiries have increased since the launch of our new website. Our 3M Daylight Redirecting Film has generated a lot of interest -- particularly for our clients who are working to improve their LEED Building Certification." Manufactured with micro-structured prisms, this film optically redirects over 80% of incoming daylight and diffuses the light for more even distribution. The film allows natural light to penetrate deeper into a building while reducing glare, discomfort and the need for electric lighting. Additionally, it blocks 99% of ultraviolet rays that contribute to fading of fabrics, furnishings and works of art.

Currently trending product lines include Architectural Finishes and Window and Wall Graphics. Architectural Finishes are manufactured to simulate a variety of natural materials including wood, stone, steel and granite. They can be installed on flat and curved surfaces for both interior and exterior applications. With hundreds of styles for architects and interior designers to choose from, these durable films are used to resurface walls, doors, furniture, elevators, columns and ceilings -- giving properties a fresh, new look for less while conserving natural resources.

Window and Wall Graphics consist of resilient polyester and vinyl adhesive films installed to promote products and services and to enhance commercial and retail interior space. Knowledgeable representatives work with clients' existing designs or will help bring their concepts to completion. Delivering unique, custom-cut patterns and designs, trained professionals assure a quick, clean and accurate installation that will leave a lasting impression on clients.

Established in 1975, American Window Film, Inc. is a 3M Authorized Prestige Window Film Dealer offering 3M Window Films for safety, security, energy conservation, solar control, privacy, architectural and interior design. Their window film products provide protection for people and property against vandalism, windstorms and bomb blasts. 3M Window Films provide heat, fade and glare reduction, and many help to satisfy LEED® Building Certification requirements.

Peter Davey is president of American Window Film, Inc., a 3M Authorized Prestige Window Film Dealer, Foxboro, Mass.

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