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Increasing demand for architectural finishes and energy conservation films

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American Window Film, Inc. has seen a marked increase in demand for architectural finishes films as well as for their line of traditional energy conservation and solar control 3M Window Films. A spike in requests for estimates has come predominantly from commercial clients - building owners, property managers and facilities directors of multi-unit apartment and condominium complexes. However, actual demand is driven by two very different consumers: downsizing Baby Boomers and Millennials who are equally conscious of energy conservation and sustainability issues and additionally desire quality, convenience and amenities within impressive surroundings.

Renovation projects on properties with lobbies in need of face lifts - like those of urban apartment high rises, as well as hotels, banks, libraries and museums - include resurfacing of reception desks, ceilings, doors and elevators with architectural finishes films. Installations of these architectural resurfacing films, simulating a wide variety of natural finishes including wood, stone, steel, marble and granite, satisfy consumer demand for the sustainable practice of recycle/re-use.

Traditional solar control films manufactured by 3M Co. provide high heat reduction by rejecting up to 66% of the sun's heat . . . installations that fulfill consumer demand for energy conservation. Many of these films qualify for LEED credits and will help meet Green Building Certification goals. Additionally, these films reduce glare, improve comfort and block up to 99% of the sun's UV rays that fade fabrics, furnishings, floors and works of art.

Property owners and management decision makers are positioning themselves for the ever-increasing demand for condominium and apartments in a highly competitive market by listening to consumer demand and getting ahead of it. A recent Federal report (Federal Reserve Bank of Kansas City; 6/23/15; "Millennials, Baby Boomers and Rebounding Multifamily Home Construction"; Jordan Rappaport) noted that Americans, 70 and older, will increase by more than 20 million from 2015 to 2030. As the economy continues to improve, more Millennials will be investing in the multi-unit housing market and downsizing Boomers will keep the demand for this property niche going for many years to come.

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