



Take the Defensive on Fading

We Tint

Residences

Museums

Historic Landmarks

Office Buildings

Retail Stores

Shore Properties

Autos and Boats



Take the Defensive on Fading.

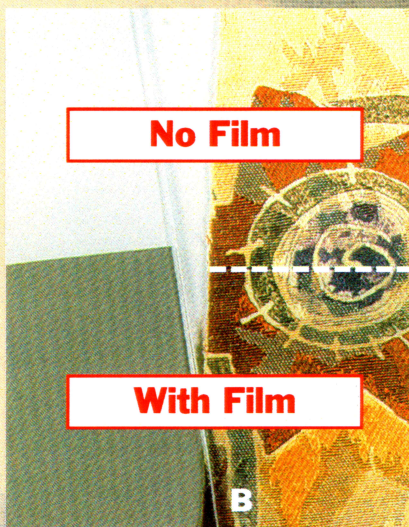
All materials will fade from sunlight in time. Fading is inevitable and the same whether it is caused by exposure to intensive sunlight for a short time or a long exposure to weaker sunlight. Clear glass provides limited protection from fading.

New Fabric



A

No Film

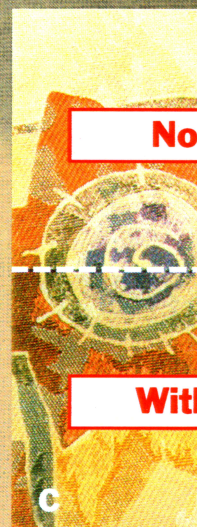


B

With Film



No Film



C

With Film

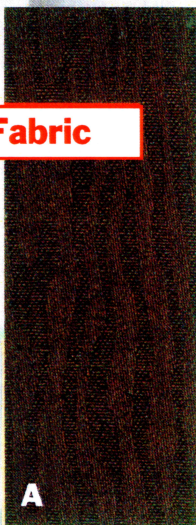


A: Unexposed Fabric

B: 200 Hours of Exposure

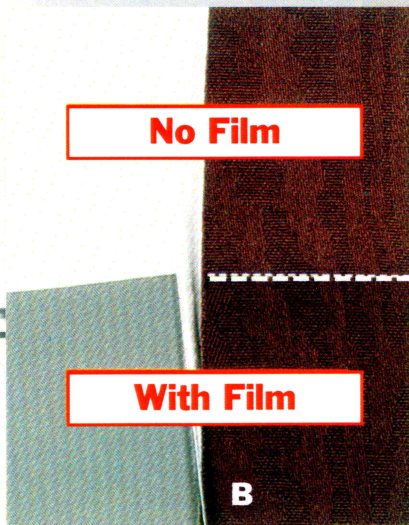
C: 300 Hours of Exposure

New Fabric



A

No Film

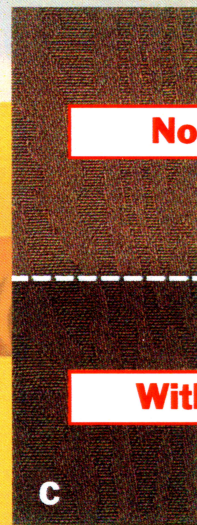


B

With Film



No Film



C

With Film



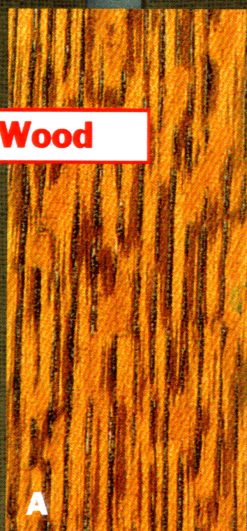
A: Unexposed Fabric

B: 200 Hours of Exposure

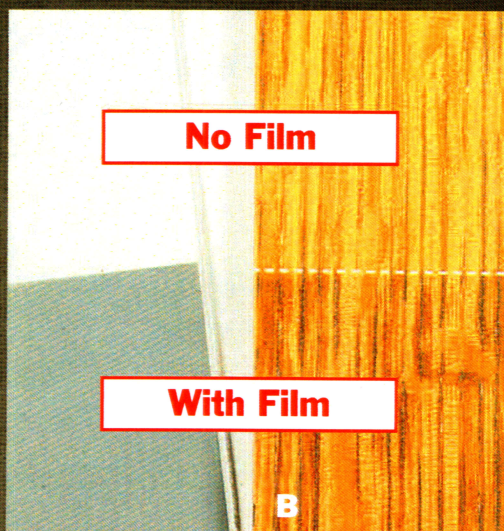
C: 300 Hours of Exposure

Severe fading can be minimized with the use of Solar Control Window Film. Though it cannot be totally eliminated, the installation of film can drastically reduce the damage, enabling most fabrics and furnishings to look fresh and vibrant for many years to come.

New Wood



No Film



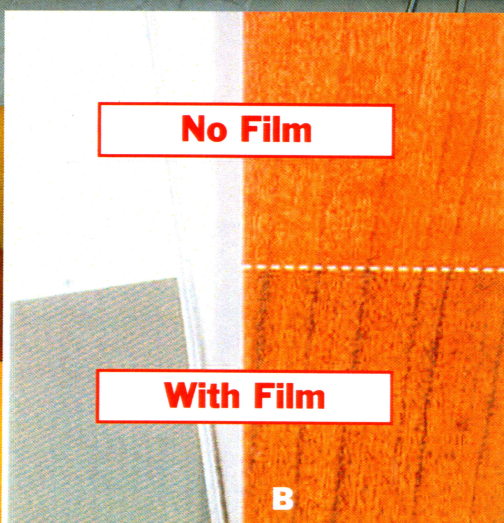
A: Unexposed Oak Wood

B: 100 Hours of Exposure

New Wood



No Film



With Film

A: Unexposed Cherry Wood

B: 100 Hours of Exposure

Solar Control Tinting Film - professionally installed on glass - filters out 99.9% of the harmful ultraviolet rays while, on average, clear glass filters 25%, dual-pane glass filters 40%, and Low-E glass just screens out 56%.

Take the Defensive on Fading

Laboratory studies of a wide variety of fabrics and woods show significant differences in the color stability of these products. Fabric fading results differ depending upon fiber type, dye color, and stability and/or pattern printing techniques. Expensive fabrics are not necessarily a guarantee of fade protection.

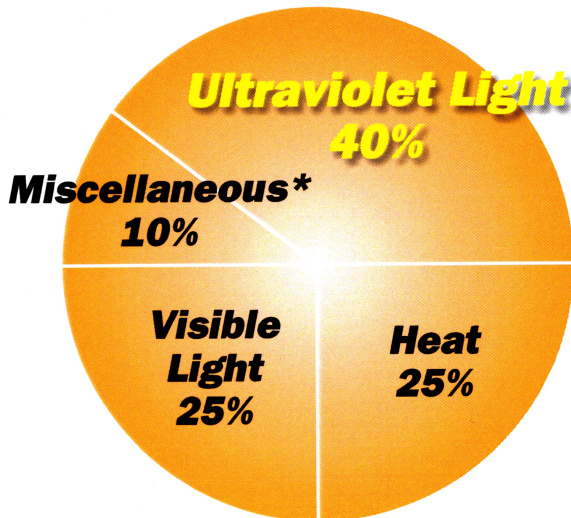
Natural wood finishes are much more stable than stains or finishes which may alter the color of the poriginal wood. Wood may actually darken with prolonged exposure to ultraviolet rather than fade to a lighter color.

To enhance the life and function of the film, all solar control window film comes with a patented scratch-resistant coating. Window film provides a full lifetime warranty on residential installations. (Commercial installations carry a ten-year warranty).



FACTS ABOUT FADING

What Causes Fading?



*Miscellaneous includes indoor artificial lighting, humidity, and poor dye anchorage.

To understand the causes of fading, one needs to know a little about the makeup of sunlight.

Sunlight is basically made up of three elements.

- **Visible light** - the part which enables us to see.
- **Infrared light** - the part which we feel as heat.
- **Ultraviolet light** - we neither feel it nor see it, but it is the main factor in causing fabrics and furniture to fade.

Visible light and infrared heat are the other factors that contribute to fading, which is why effective film installations must harness all three sunlight elements.

Ultraviolet absorbers are used to stop ultraviolet light at the film. The type, amount, and location of the absorber in the product determine the films' effectiveness in reducing fading. Absorbers located in the adhesive instead of the film itself can be far less stable and enduring than those built into the film.

Professionally installed window films will block 99.9% of all ultraviolet rays with ultraviolet absorbers as an integral element of the film.



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