

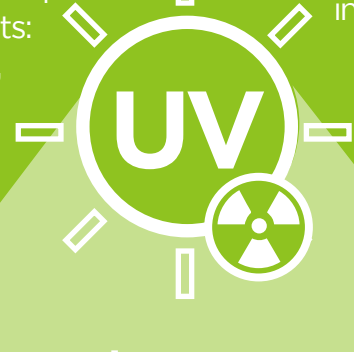
# What your boring windows aren't doing for you

Most people have regular windows in their homes which do an excellent job of keeping the wind out, but are not that great for security, UV, protection, and energy efficiency. Let's take a look at some of the dangers of boring old regular windows and how static cling window films can be used to bring more life and protection to your home.



The sun's energy is made up of three distinct spectral components: **ultraviolet radiation, visible radiation, and near-infrared radiation**

Ultraviolet radiation is invisible to the human eye and has the shortest wavelengths from 300 to about 380 nm



Although visible light, electric lighting, heating, humidity, age of fabrics and fabric dyes all play a part in the process, UV radiation is attributed to 40% of the damage

What distinguishes these from one another is the wavelength ranges that characterize them, commonly measured in nanometers (nm). A nanometer is very small. A human hair is over 100,000 nanometers thick

UV can also be hazardous to humans. According to the American Academy of Dermatology, exposure to the sun and its harmful UV radiation is causing an epidemic in skin cancer cases in recent years

## What is ultraviolet radiation

Protecting against UV is not just important in hot, sunny climates. Even in cold, cloudy climates, UV radiation can damage furnishings

UV radiation can also cause premature aging and other skin damage



## The skin cancer epidemic

Skin cancer is the most common cancer

\* About 5.4 million basal and squamous cell skin cancers are diagnosed each year. (These are found in about 3.3 million Americans; some people have more than one.)

1 in 5 Americans get skin cancer



1 American dies every hour from skin cancer

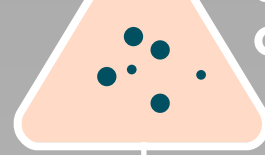
Melanoma, the most deadly type of skin cancer, will account for about 76,380 cases of skin cancer in 2016.

## Skin cancer risk factors

1. Too much exposure to UV radiation



5. Multiple or unusual moles



2. Pale skin (easily sunburned, doesn't tan much or at all, natural red or blond hair)



6. Severe sunburns in the past



3. Exposure to large amounts of coal tar, paraffin, arsenic compounds, or certain types of oil



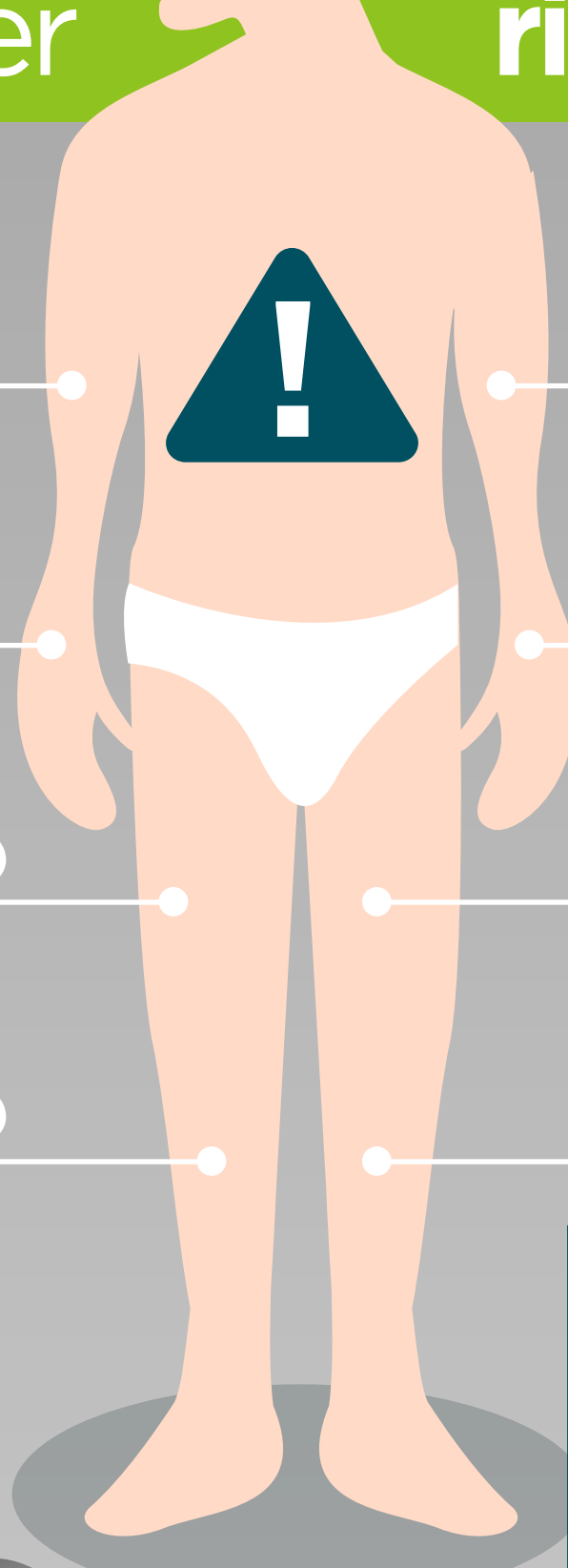
7. Weakened immune system



4. Members of your family have had skin cancers



8. Older age (although melanomas are also found in younger people)



## Benefits of static cling window film



Reduces the glare and provide the flexibility of being removable and reusable



These films prevent television and computer screen washout and can improve the look of your home



Static-cling films block 99% of UV rays. Protecting against skin cancer and damage to furnishings



Average residential monthly electric bill is \$110.21



Static cling window film reflects the sun's heat in summer which helps reduce your home's overall heat gain



As a result, your home feels cooler, and your air conditioner runs less



Films also retain up to 55% of your home's heat in winter



Black static-cling films also offer daytime privacy and reduce the amount of light that comes into a room



Frosted privacy films are translucent and allow light to pass through while providing 24-hour privacy



These films cut your utility bill



Mirrored privacy films provide daytime privacy. They allow you to see outside but stop others from seeing in during the day

## What to look for in static cling window film



**1. Total Solar Energy Rejection**

Measures the film's ability to block infrared heat, UV rays and visible light from entering the living area. The higher the number the better.



**2. Light Transmission**

Measures how light or dark the film is. The lower the number, the darker the film. A film with a 49% light transmission provides an excellent balance of glare reduction and visibility.



**3. Visible Light Reflectance**

Measures the percentage of visible light that's being reflected by the window film. The higher the number, the more shiny the appearance.



**4. UV Rejection**

Measures how much of the ultraviolet A and B rays the film blocks when applied to glass. UV rays contribute to premature fading of draperies, furniture, flooring and other home décor items. Energy savings: reduce cooling costs by up to 30%



**5. Shading Coefficient**

Measures the net benefits of a window treatment to reduce heat gain. Utility companies often endorse films with a shading coefficient of .50 or lower.



## The static cling window film benefits are clear

Your old boring windows are not just creating a drab appearance; they are putting your security, health, furnishings, and utility bill at risk. Why stick to the same tired windows when static cling film can add a vibrant feel to your home while providing all of the much needed protections that regular windows lack?

### Sources

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