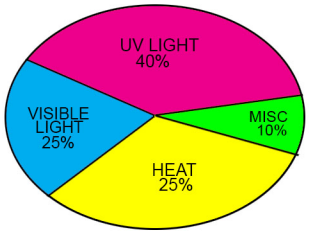
Window Film Does NOT Stop Fading!

Whether your customers are at home, at work or in their car, wherever there are windows, they will undoubtedly experience some of the harmful effects of the sun: solar heat gain, harsh glare, or costly fading of interior furnishings caused by the damaging ultraviolet rays of the sun.

It is important to note that:
"NO WINDOW FILM OR GLAZING PRODUCT WILL TOTALLY PREVENT OR STOP FADING."

Fading is a complex issue because each and every material has a different propensity to degrade from exposure to ultraviolet radiation and other contributory factors. It is generally accepted that UV radiation can be responsible for roughly 40% of all fading. In addition to ultraviolet radiation, other factors that cause fading include:

- **Normal sunlight and indoor artificial light (portions of the visible wave length band)**
- **Heat**
- **Humidity / Moisture**
- **Poor Dye Fastness in the Fabric**
- **Chemical Vapors in the Air**



Cause of Fading Source: AIMCAL and IWFA Training Manuals

To calculate the approximate fading reduction:
Add together the fading reduction protection from each cause that is controlled by film. For example:
(40% x the UV reductions) + (25% x the heat reduction)
+(25% x the visible light reduction) =
Total Equals Approximate Fading reduction

UV reduction is specified (i.e., 99%). Heat reduction equals I-Heat Gain Coefficient. Visible light reduction equals I-VLT (Visible Light Transmission)

So the formula looks like this:
(Film UV light reductions x .40) + (1-VLT x .25) + (1-Heat Gain Coefficient x .25) = Approx. Fade reduction

Using JWF's ss20 would look like this: UV rejection = 99%, VLT = 22% and Solar Heat Gain Coefficient = .26
Fit it all into the formula and do the math:
(.98 x. 40) + (1-.22 x .25) + (1-.26 x .25) = .392 + .192 + .185 = .772 or 77% Fade Reduction!