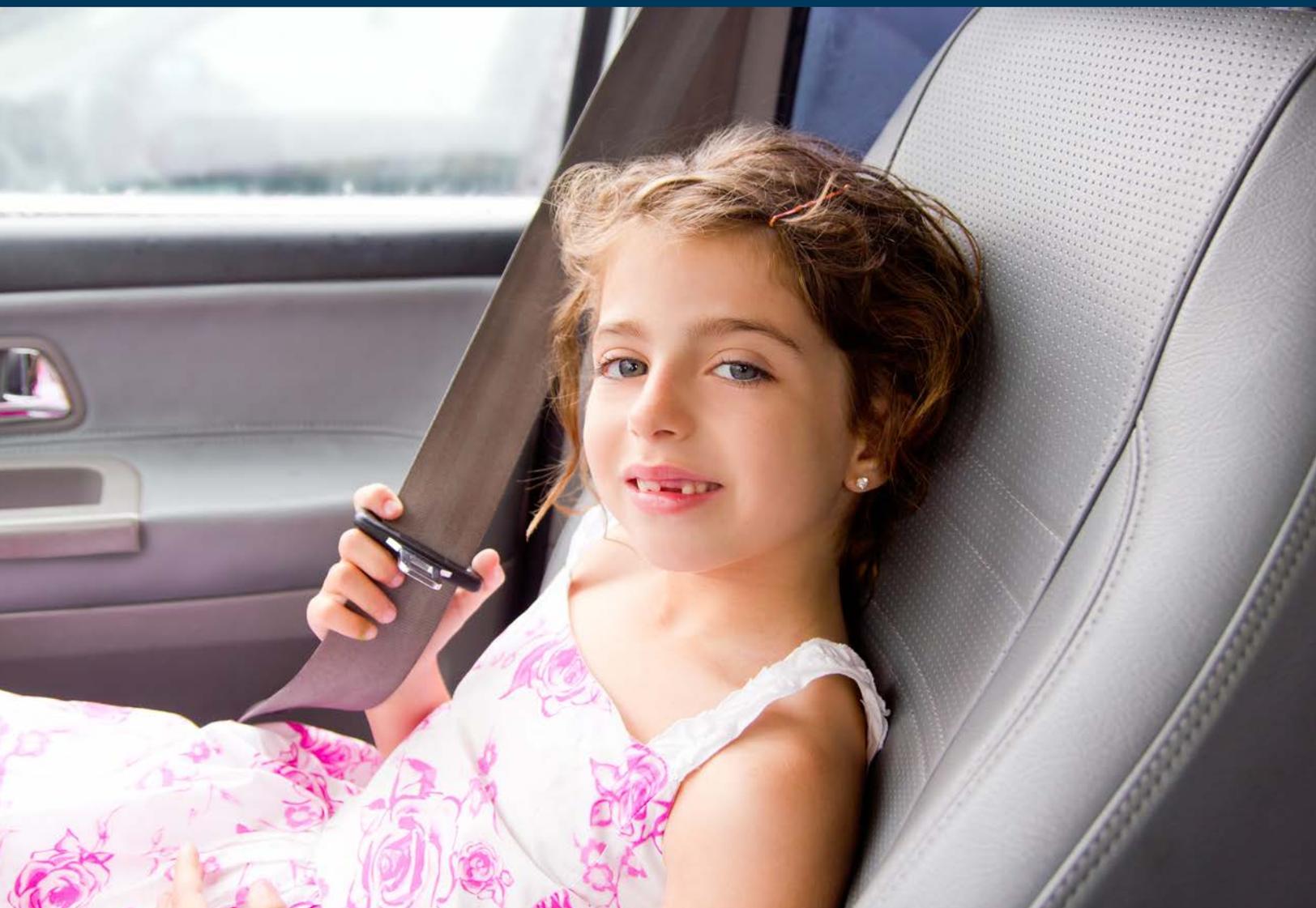


# Consumer Guide to Automotive Window Film

Learn About Its Many Benefits



In today's fast-paced environment, automobile safety is of paramount importance. The lives of passengers and the driver depend on it. To help keep everyone safer, vehicles need to meet certain safety requirements, such as reliable brakes, tires with good tread, working lights, horn and they must also pass emissions inspections.

There are also optional safety considerations that may add another level of protection for the driver and passengers. Automotive window film or 'tint' offers an additional layer of safety to help in protecting occupants and making the vehicle more comfortable.

Protecting a vehicle's occupants from sunlight is one consideration. For instance, many drivers are unaware of the sun's harmful ultraviolet (UV) rays. UV light is one of the many forms of electromagnetic radiation that the sun constantly produces and it passes right through unprotected windows - whether it's a sunny day, or cloudy one. Some UV rays can be very harmful to your skin.

## What Are UV Rays?

The sun emits three kinds of this invisible light: UVC, UVB and UVA. The earth's Ozone layer prevents the potent UVC rays from entering the atmosphere. UVB rays cause the sunburn that results from spending too much time outdoors and they do not pass through glass. UVA rays, however, are able to pass through the Ozone and through unprotected car windows, causing skin and eye damage that may be cumulative over time.

According to The New England Journal of Medicine and Clinical Interventions in Aging, there is strong evidence that even office workers, commuters and residents may face health concerns from the cumulative effects of indoor UVA exposure. They point out that this exposure may lead to development of cataracts, as well as wrinkles, early skin aging, and skin cancer.

Dr. Howard S. Goldberg, of the Cosmetic Dermatology & Aesthetic Laser Center in Swampscott, Massachusetts recognizes the potential dangers of sun exposure. "Indoors or out, the sun's harmful UV rays damage unprotected skin and Window film is a smart way to reduce the sun's damaging rays," he states.



## What are Window Films?

- Window film is a thin sheet of polyester with high tech coatings that are adhered to the window. All quality window films block up to 99% of the sun's damaging UV rays.
- Window films may be professionally installed and offer a wide range of benefits from skin protection, to reduced glare, less solar heat and they also add a margin of safety by helping to hold glass together when it is impacted or broken.
- Today's window films are designed so that they may not interfere with GPS, cell phone or radio signals, despite their nearly invisible metal and ceramic coatings.



# The Many Benefits of Window Film

Window films can be installed in in a few hours and may offer the following benefits:

- Reduced fading and cracking of upholstery
- Up to 55% rejection of heat that offers more efficient air conditioning
- Improved visibility from harsh sunlight results in less eye fatigue
- A level of protection from smash and grab thieves
- The ability to hold glass together as a result of an impact or accident



## Automotive Window Films May Be Governed By Local Laws



A window film's tint-level, is what is known as its visible light transmittance (VLT). This rating is usually expressed as a percentage and it indicates how much light can pass through the window and how much visibility there is both inside and outside the vehicle. As a rule of thumb to guide you, the higher the percentage of VLT, the lighter is the window film. For example, a 70 percent window film is nearly clear to the naked eye, while a 15 percent window film would appear nearly black and make it very hard to see into the vehicle.

Consumers should be familiar with local laws that govern vehicle window films before making a decision on installation as some jurisdictions will levy fines to the owner and / or operator of the vehicle, and may require the window film to be removed if its does not meet the laws that govern the vehicle.

The U.S, Canada, and many nations have different laws related to the level of VLT. The darker the 'tint' the more likely the level will be regulated. To help consumers and window film installers stay within the law, the International Window Film Association (IWFA) created an online guide describing the window film regulations pertaining to each state. It can be found at [www.iwfa.com](http://www.iwfa.com).

# The International Window Film Association

*The (IWFA) is a nonprofit organization of window film dealers, distributors and manufacturers that facilitates the growth of the industry by providing research, influencing policy and promoting consumer awareness of the many benefits of window film. Like us on **Facebook** follow us on **Twitter** and see more information on **YouTube**. The IWFA serves as a wealth of information for those who are looking to benefit from the variety of benefits that window film offers. Do not hesitate to utilize these valuable resources today. Please visit us at **[www.iwfa.com](http://www.iwfa.com)**.*



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