

INSIDE: TINT VS. TORNADO

WINDOW FILMTM

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VOLUME 15 - ISSUE 5 - SEPTEMBER-OCTOBER 2011

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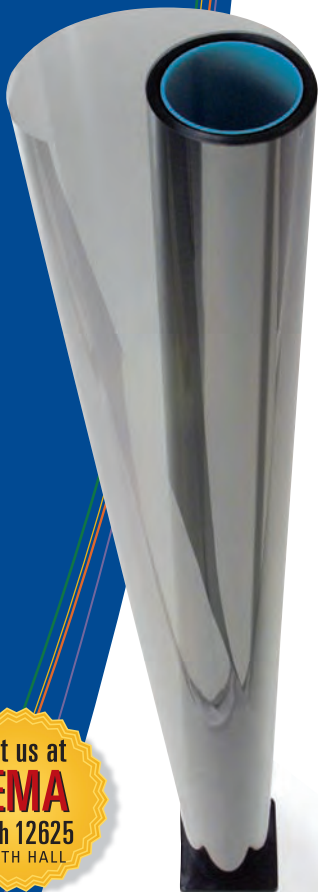
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WINDOW FILMTM

CONTENTS

Volume 15, Issue 5 • September-October 2011

A Publication for the Entire Film Industry



30

24 • Annual Buyers' Guide

WINDOW FILM magazine's 2011 Buyers' Guide features updated company and product information so you can find the products you need.

30 • Tint vs. Tornado

Members of the window film industry discuss film's effectiveness in the path of a tornado.

32 • Wrap-Off

Wrappers show off some of their favorite designs and installs in a pictorial of vehicle wraps.

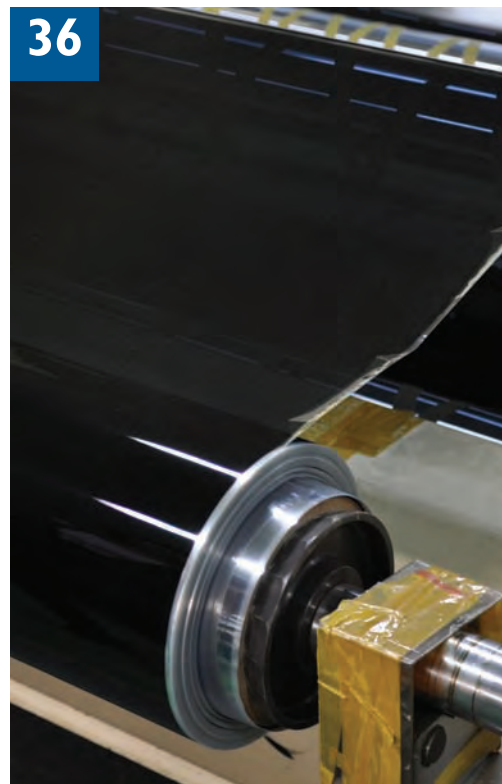
36 • What's Next

Nexfil has new additions and big changes on the horizon. See what the company's president had to say on page 36.



32

36



DEPARTMENTS & COLUMNS

Dear Reader—Editor's Letter	6
Ask the Expert—Expert Advice	10
Open 24/7—Expert Web Advice	12
IWFA Update—Association News	14
Newsworthy—Industry News	16
Noteworthy—New Products and Services	21
Suppliers' Guide—Directory of Industry Suppliers	40
On the Horizon—Upcoming Events.....	42
Advertising Index	43
Film Stars—Installer Profiles	44

On the Cover

WINDOW FILM magazine's annual buyers' guide has the information you need to know. Keep this issue handy all year long to keep you connected to the industry.

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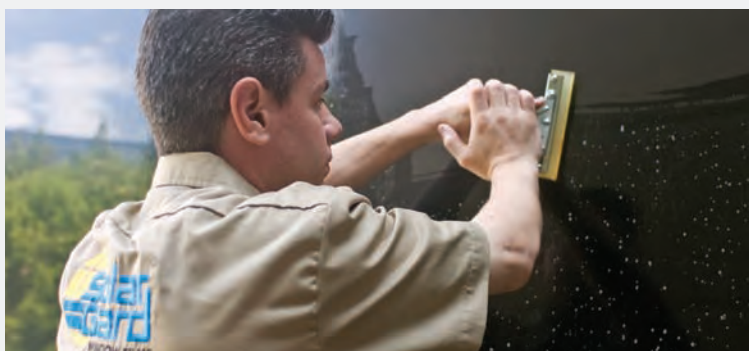
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DEAR READER

KATIE HODGE

Product of Environment

How many times have you heard people refer to others as a “product of their environment?” The phrase truly applies to me. The way I interact with others and my temperament is truly a product of the environment in which I was raised. The type of employee I have grown to be is a product of my work environment. Even my dog’s personality is a product of the environment in which she was raised (spoiled and happy). Surroundings and environmental conditions are such powerful factors that they can actually change the type of people we are and where we are going.

For some reason, being a product of your environment has some sort of negative connotation to me. It says that I am easily affected by things around me and don’t stick to my inner identity. However, I am choosing to look at it in a new and different way. Being a product of your environment can mean that you adapt easily and find a way to survive in abnormal conditions. It means using what you have to make the current environment workable for you. If you look at it that way it means that you are flexible and intelligent in order to make the most of any situation.

Maybe some tinters have seen themselves excel when joined by other really talented and meticulous tinters. Perhaps, as a company owner, you have made business decisions based on economic conditions—therefore the status of your business has become a product of the economic environment.

What about the product that we all spend so much time discussing,

promoting and thinking about? Window film is a direct “product” of our environment. People want to install film to protect their homes, bodies and children from damaging UV-rays or heat. As film has grown as a product it has directly responded to the environmental changes. As people became more aware of the negative impact on our skin they searched for solutions to protect themselves. Window film became a reasonable solution because the product adapted to meet the needs of the consumer. In a sense, window film continues to adapt to a new and ever-changing set of demands, over and over again. The environment of consumers continues to evolve the product into something that meets many needs in an affordable and quick solution.

It leaves me to ponder what the environment will demand of window film next? The effects of natural disasters have been widespread this past summer, but what can window film do to help right now? Is there a way for the product to adapt in order to protect more in these situations (*see my article on page 30 to see what others think*)?

If you have thoughts about the adaptation of window film send them my way (khodge@glass.com) and let’s start a discussion. How does this product need to adapt to continue to be a product of its environment?

While we are talking about products, be sure to check out all of our industry’s products on page 24 in our annual Buyer’s Guide. You will find listings by both product and by company name. If you want to add your product for next year’s guide visit www.windowfilmmag.com/buyguide. **WF**



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ASK THE EXPERT

DONNA WELLS



Private Information

Here we are again, heading down the stretch of the busy season and starting to think about SEMA and some of you are pondering ways to improve your company. One question that has been floating around this season is, "Should I choose private label window film? Should I take on the responsibility and the power of a private label?" Here are some thoughts for you to ponder if you are considering jumping into the world of private labeling.

PRIVATE BENEFITS

Private labeling is a powerful tool that increases your image and market value over the competition, but how does it work? Your company appears more successful by having the financial ability to carry its own line of win-

"Today, private labels are no longer considered a cheap alternative, but a cost effective way for customers to receive similar products to the national brand."

Got a question for Donna?

Please email it to us at khodge@glass.com. Individual names and company names will be withheld upon request.

dow films. Private labels allow you to brand exclusivity and greater freedoms with pricing strategy. Today, private labels are no longer considered a cheap alternative, but a cost effective way for customers to receive similar products to the national brand. Think about this, almost every national chain store today has its private label product sitting right next to the national brand.

A private label suggests success. It allows you to develop your company as an independent entity, rather than as an installation company that carries a national brand. You can also increase your market share by creating brand loyalty with your own label. Clients no longer have the advantage by taking a bid

from you and purchasing the "same product" from the competition for less. Marketing materials, boxes, sample cards, etc. all have your own private label. Your company becomes a self-contained entity, reducing your dependence on your manufacturer.

Private labels allow you to control your product line. Do you sell a medium-colored film? Most likely you sell one or two and so does the competition. Your competition

might even carry the same national brand. However, if you were to private label your medium film and personalize it, you gain at least three advantages. First, your competition may not know what brand you are selling, giving you the upper hand in a bidding situation. Second, it gives you the freedom to develop your own warranties. Your warranty can be altered to fit your company's needs and climate conditions. Third, you can price your product without being compared to the competition.

SURVEY SAYS

Interestingly enough, a study was done on private label products in 2009 by a Chicago based marketing firm. They found that nearly 80 percent of U.S. shoppers exhibited a positive attitude towards private labels. In fact, the study showed that private label purchases were up significantly. I believe that this is a great scenario for those who are ready to take the leap of faith. Not only could your sales increase, but, you would be adding value to your company's overall net worth.

In these economic times, when manufacturers are going through changes and there is uncertainty in the brands being marketed today, why not give this some thought? After all, manufacturers change product lines from time to time. Why not consider private labeling your own line of film? What do you have to lose? And, more importantly, what do you have to gain? **WF**

Donna Wells has worked in the window film industry since the 1980s and is currently sole proprietor of Image Imagination in Huntington Beach, Calif.



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MANNY HONDROULIS



New Website Trends

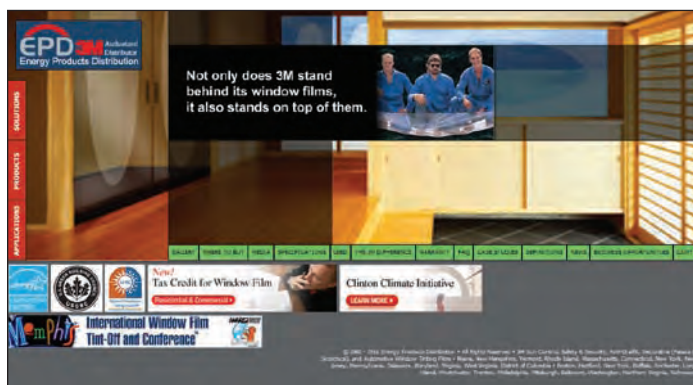
Change is a way of life. Yet it seems that change occurs at record speeds when it comes to the online world. Our company websites are no exception. We have discussed how to create a website and ways of updating it, but we have never discussed a website redesign.

You might think of a website redesign as simply creating a new website from scratch. That's a great way of looking at it because content (meaning the information displayed on your website) and methods of communicating that content change regularly.

It's no secret that we surf the website differently today than we did just one year ago. But I'm guessing that most websites in our industry have a life cycle of at least five years. Our websites are grossly behind the times in terms of how users search and find relevant information.

REDESIGN

If you're tackling a website redesign, be sure to capitalize on recent website trends. For example, websites from the year 2000 look vastly different than the websites of today. If you don't believe me, see for yourself by visiting Wayback Machine at www.archive.org/web/web.php. To view a company's past websites, simply enter the URL and select the desired date (post 1996). Compare that website to the company's current website. There should be two takeaways: 1) a company's website changes a lot more than every five years, and 2)



Websites need to constantly be updated and redesigned to stay current and interesting.

the websites past and present look nothing alike and you'll most likely prefer the current website.

My first point means that we should consider a website redesign more frequently than every five years. I'm guilty of not doing so myself, but already have plans for a complete online overhaul. I also want to elaborate on my second point. You will most likely prefer a company's current website because it takes advantage of current website trends. Even if you're not conscious of those trends, your subconscious is—if you're a regular Internet user. So let's discuss current online trends that you may want to incorporate into your redesign.

SOCIALLY AESTHETIC

First, websites created today tend to focus more on the content than on eye-catching gimmicks. And by gimmickry, I'm not referring to a website's style—style is most important. Rather I'm referring to elements such as introductory sound bites, pop-up windows, or text to speech add-ins.

Second, website aesthetics

are getting simpler. Backgrounds are more plain and due to an increasing number of widescreen monitors, content stretches across the entire screen.

Third, you need to incorporate social networking accessibility into your website. Many companies list their Facebook pages in their printed advertisements

more so than their websites. We have discussed the relevance of Facebook, Twitter, and YouTube in the past so be sure your website feeds content to your social networking sites and vice versa.

Finally, consider creating a website that will be friendly on a smartphone or PDA, meaning that it is easy to navigate through a touch screen. Or better yet, create a separate and simplified website for mobile users. These websites are usually accessed by adding an "m" to your domain name. For example, m.ford.com is Ford Motor Company's website for smart phones.

This is just a simple list of website design trends that I have noticed in the past year or two. There are many more that I don't understand, especially as they relate to website creation, but a professional web designer will. Good content that is communicated effectively will help you maintain a competitive position in your market.

WF

Manny Hondroulis is marketing manager for Energy Performance Distribution in Baltimore.

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IWFA UPDATE

JOHN PARKER



A MAC Update

First, please let us take a second to welcome you to the IWFA column in WINDOW FILM Magazine. As the association for the window film industry, we are excited to be given this forum and believe it will afford us a way to better engage not only with association members, but the industry as a whole and have an open discussion about the issues that matter to all of us.

Drawing on that open communication, we feel this first column is a good opportunity to discuss our recent formation of the Members Action Committee (MAC). As our organization and the overall profile of the window film industry grows, we want to make sure that the needs of every member continue to be served and that everyone has a voice in what we are doing. The MAC does just that, giving dealers and distributors increased input on IWFA issues that matter most to them.

Though still in its early stages, the MAC has already been hard at work and was responsible for much of the IWFA involvement and partnership with WINDOW FILM magazine at the recent International Window Film Tint-Off and Conference. This was a big first step and one we hope those of you that attended the show found the various presentations and the dealer panel discussion to be useful. As many of you may have also seen, we conducted a large dealer survey prior to the International Window Film Tint-Off and Conference to better gauge the issues on the minds of our members. We look forward to sharing the findings of this survey

not only in IWFA communications, but through this column as well.

Apart from the work it did at the International Window Film Tint-Off and Conference, the MAC is responsible for a variety of other activities that will further benefit the industry as a whole, including creating new educational materials for member use and increasing the awareness of window film across lateral industries.

Remember, the IWFA is your industry organization and the goal of this column is to discuss the issues that matter to you. That being said, please send us your feedback to let us know what you would like to see in our upcoming columns as we want to keep the dialogue open and collaborative. What topics do you feel need to be addressed? Are there specific issues you are dealing with that you want to see discussed on a broader scale? Would you like more resources from the IWFA? What are some ideas that have worked for you to raise the profile of window film in your area? Please, let us know. Our main goal remains to serve our members in the most effective way possible while continuing to increase the profile and understanding of the benefits of all window film (both flat glass and automotive) to the general public.

Please send all comments, ideas, membership inquiries and more to info@iwfa.com. **WF**

John Parker is the president of the International Window Film Association (IWFA) as well as the owner of National Security & Window Filming in Oak Forest, Ill.

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NEWSWORTHY

THE LATEST INDUSTRY NEWS

A LAW TOO FAR?

Florida Law Puts Film in Crosshairs

Some within the window film industry feel a new Florida law about product misrepresentation has gone too far. Florida HB 849, which went into effect July 1, makes it a violation of the Florida Deceptive and Unfair Trade Practices Act, to advertise, sell, offer, provide, distribute or market any product as hurricane, windstorm or impact-resistant unless it is in compliance with the provisions for product approval

in the Florida Building Code. This includes window film.

In September of 2010, the Florida attorney general warned Floridians about window film companies that claim hurricane protection from window film. Reportedly, some window film shops had been selling window film to customers as a hurricane-proof product.

"Frankly it's a no-win situation for window film dealers," says Mike Feldman, owner of Advanced

Film Solutions in Tampa, Fla. "The shutter companies have a strong lobbying effort and, candidly, there have been dealers who have exaggerated claims about 'shutter-less protection.' Having been the manufacturer and now as a dealer we are careful when we discuss the efficacy of films..."

Others in the industry feel laws like this one hurt the industry and credibility of window film as a security product.

"The timing is fortunate because nobody is selling a lot of storm protection products right now, so it's not really affecting us," says Lyman McNutt, president of Solar-X Window Film Systems in Sarasota, Fla. "But I will not hesitate to advertise the fact that window film provides an elevated level of protection against windborne debris in violent weather; because that statement is true and I'll let the Attorney General's office try to prove that my product has no merit whatsoever—because they cannot. That product has been tested and proven to pass ASTM 1886/1996 levels, so how can it be worthless?"

The International Window Film Association (IWFA) is also concerned about the new Florida law.

"It is unfortunate that the new Florida legislation restricting the promotion and sale of certain products went as far as it did," said Darrell Smith, executive director of the International Window Film Association (IWFA). "By stating that products promoted or offered for sale that offer protection against windstorm debris during a 'windstorm' must have Florida product

Bekaert Specialty Films Sold to Saint-Gobain

Bekaert Specialty Films announced the impending sale of its specialty films division to Ohio-based Saint-Gobain Performance Plastics Corporation. Bekaert entered the film industry in 2001 when they purchased the Specialty Films business.

A press release from Bekaert issued today stated, "While the business continued to grow successfully, technological synergies within Bekaert have proven to be limited over time.

Included in the sale are the production facilities in San Diego, Calif., Belgium and China as well as other operations in China, all sales and service centers and all employees currently working for Solar Gard Specialty Films. The sale is expected to be finalized sometime in 2011.

"Subject to final determination of transaction costs and other expenses, Bekaert expects the transaction to result in a capital gain of approximately EUR [10 million], and in a reduction of Bekaert's consolidated net debt of approximately EUR [80 million]," said a press release from Bekaert.

"We are extremely excited about joining forces with a major recognized player," says Christophe Fremont, president of Bekaert Specialty Films LLC, manufacturer of Solar Gard® Specialty Films. "Saint-Gobain is a market leader in the automotive and architectural markets and in particular the architectural energy market. There are many synergies, including the brand awareness that we will be able to leverage to grow the market for window film worldwide. Saint-Gobain, like Solar Gard, believes that glazing and window film are complimentary offerings in the market place and that there are huge opportunities for both technologies in the automotive and architectural markets, in particular for providing energy efficiency solutions. Solar Gard window films are proven carbon negative and offer a cost effective and carbon effective solution in many glazing and window projects. Current and planned energy efficiency regulations, legislation, standards and incentives are looking for more cost effective measures that can be deployed on a mass scale, and window films will more often provide the best answer to these needs. The need for glazing and window film will always be there and Saint-Gobain, like Solar Gard, recognizes the opportunity to develop new applications, drive innovation and expand market reach by leveraging the synergies between the two technologies."

continued on page 20

WEATHER NEWS

Texas Tech Engineer Interested in Window Film Data

Larry Tanner, research associate at Texas Tech's Wind Science & Engineering Research Center, has years of experience testing everything from doors, windows, glass, roofs, and more. He has surveyed these materials to see how these stand up to wind events, namely hurricanes and tornadoes.

Tanner is part of FEMA's Mitigation Assessment Team (MAT) and he traveled to Joplin, Mo., and Tuscaloosa, Ala., following the recent EF5 tornadoes—his 15th such storm in the past 13 years. So he knows a thing or two about how products perform—except for window film.

"I've never seen it or identified it but I sure would like to," says Tanner. "I would like to see some real-life performance data," adding that he would be willing to work with window film companies.

WINDOW FILM's sister publication, *Door and Window Manufacturer (DWM)* magazine, visited Texas Tech and Tanner's lab recently, and talked more about tornadoes and their impact on structures during these storms.

DWM editor Tara Taffera talked to Tanner about the damage he witnessed in Joplin, including St. John's Hospital, which received widespread media attention, due to the severe damage inflicted on the building.

"That building lost so much glazing," says Tanner. "That's probably a good application for window films."

"Many of the newer hospitals being built today have lots of glass," he adds. "Using laminated glass on those structures would be very expensive. If window films can perform to those accel-

erated levels then that is something worth looking into."

Perhaps if less damage occurred, there could have been different results.

"If you could have maintained 50-60 percent of that the glazing and protected the generators then that hospital may not have been taken offline the way it was," says Tanner.

Tanner's colleague at Texas Tech, Ernst Kiesling, says he believes hospitals, including St. Johns, will rebuild differently.

"People are calling me who are cur-

rently building hospitals and they want advice," says Kiesling. The same holds true for nursing homes and schools.

"Thanks to the media there is awareness and those building these types of structures will rebuild differently," he adds.

Kiesling says as he understand the performance of window film it could have a beneficial effect.

"It doesn't help to resist wind pressures but it can prevent some shattering," he says.



Larry Tanner, research associate at Texas Tech University's Wind Science & Engineering Research Center, prepares for testing of a storm shelter panel—the test simulates tornado conditions.

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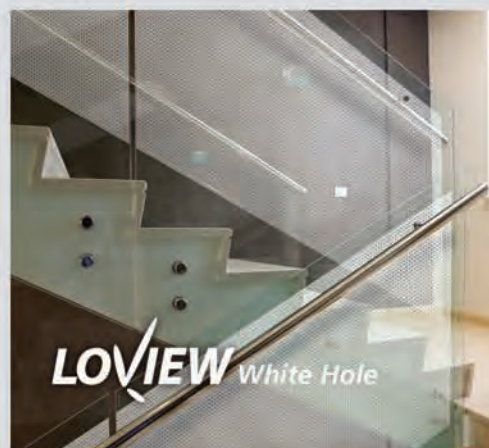
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NEWSWORTHY

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approval, the legislature effectively expanded the Florida requirements for 'hurricane protection' products to include other products which do (and can be proven to) give significant reductions in property damage due to wind and rain in lower speed hurricane conditions and in many lower wind speed 'windstorms.'"

"There is no question that there is an unfortunate history of unscrupulous film dealers over-extending their claims regarding the performance of so-called 'hurricane' films," says McNutt. "But I also think that there is no question that safety film works and works

well when properly applied; adding an elevated level of protection that far exceeds a non-filmed window."

Smith says that due to its inclusion with an unrelated bill the legislation snuck in without warning.

"This change was included in a bill dealing with entirely unrelated issues and became law so quickly our industry did not have time to react," says Smith. "The IWFA Government Advocacy Committee and the IWFA board of directors will be looking at what changes and what options exist to address this in next year's Florida legisla-

tive session."

While some within the industry agree that there are dealers over-exaggerating the benefits of window film, they say the product still makes a difference.

"There is no question that there is an unfortunate history of unscrupulous film dealers over-extending their claims regarding the performance of so-called 'hurricane' films," says McNutt. "But I also think that there is no question that safety film works and works well when properly applied; adding an elevated level of protection that far exceeds a non-filmed window."

TREND TRACKER

What Happens in California ... Never Stays in California

Things are happening in California and window film companies should be taking notice. Just as Florida has become the benchmark state for hurricane codes and protection, California sets the standard for energy legislation.

California has been active in working to combat global warming. In 2008, California officially enacted the Global Warming Solutions Act of 2006 (AB 32) which says that "global warming poses a serious threat to the environment of California and creates a comprehensive multi-year program to reduce greenhouse gas emissions that cause global warming."

More recently, legislation has been enacted to help already-constructed buildings achieve energy-efficiency. The legislation has several steps, some of which are complete (for new construction), others which are now in final development and some which have just begun and will take place over the next year or so.

"Governor Brown signed in to legislation a law called AD 759 and that legislation is mandated to focus on achieving energy legislation in existing buildings," says Doug Huntley, lab-

oratory manager at 3M.

The hope is that retrofitting will be included in the steps so that window film can be used as a product to make California buildings more energy-efficient. However, this won't affect just California in the long run.

"The window film industry isn't going to just focus on doing something in California," says Darrell Smith, executive director of the IWFA. "California may serve as a role model for our efforts in other states to follow. It's a great benchmark. What you do in California can be taken to other states. California has all of the issues that any state would have. If we can work with them and come up with a solution then that solution should be applicable almost anywhere."

California continues to be a leader in energy-efficiency standards because of the great strides the state has made to become "greener."

"California has been seen as a leader in setting energy-efficiency standards. It's a large state so it's a large user of electricity. Their price is the ninth highest in the nation," says Smith. "They import more electricity

than any other state, yet they are very cost efficient. Out of 50 states plus Washington, D.C., they are ranked 48 in terms of lowest cost per capita for electricity."

As California moves forward with AD 759 the window film industry should pay close attention to what new standard the state sets this time.

"We would like to work with the key governing bodies to encourage improving the energy efficiency of existing buildings," says Huntley. "We believe it is most effective to do so not by just looking at the absolute energy efficient target, but focusing on the delta improvement from how they perform today versus how much better we can get them to perform. Instead of saying everything must hit this absolute value, it's much more cost effective, practical and is going to have a bigger impact if we say that we are going to take a lower performing building and improve it by 10 percent, 20 percent or even 30 percent. Therefore that is something that can be cost effective and would be implemented and would obviously have benefits for the window film industry."

WF

NOTEWORTHY

NEW PRODUCTS AND SERVICES

Prestige on the Outside

Exterior Window Film Prestige, 3M's new product line has just been released in the United States and features three film grades, Exterior PR40, Exterior PR70 and Exterior PR90, that block up to 99.9 percent of UV rays.

The three films are applied to



the outside of glass to reduce thermal stress and can be used on retrofit projects or new construction. According to the company, the thin films do not contain any metals. Exterior PR90 only reduces the amount of sunlight transmitted by, at most, one percent.

► www.3m.com

Aliphatic Film Protection

Xpel Ultimate, the latest paint protection film from San Antonio, Texas-based Xpel Technologies Corp, is a new patent-pending, self-adhesive, aliphatic film designed to protect cars from road wear.

According to the company, the film is coated with an ultra-clear, high-performance acrylic adhesive to assist adhesion to a range

of surfaces while working to prevent stretch lines, lift lines and silvering. The film's clear coat work to "heal" scratches in the surface.

► www.xpel.com

A Special FX is In

Wintech's new automotive film FEELM Xenium, or FXenium, contains a nano-carbon compound to assist with coloration and performance. According to the company this film can meet or exceed the heat rejection offered from most carbon films and does not fade or purple. The product is can be ordered in 20-inch, 40-inch and 60 inch sizes. Available VLT amounts include 5, 15, 35 and 50 percent transmission.

► www.wintechfilm.com **WF**



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The WINDOW FILM Magazine Annual Buyers' Guide Has the Answers

Knowing who to call for what product and where to reach them, whether by phone or email, remains a challenge for every industry and the window film industry is no different. While the Internet has made searching for products easier, it can still be overwhelming at times. Here at WINDOW FILM magazine we like to make your job easier by combining all of this information into one annual printed guide. Keep this issue on your desk and next time you need a new product it will be just where you need it. You can search by the product or service you need and find a list of companies. Then cross-reference those companies with our glossary of company contact information.



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Solar Graphics

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continued on page 26



continued from page 25

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Tint vs. Tornado

Would Window Film have Helped in Joplin?

Residents in Tuscaloosa, Ala., and Joplin, Mo., can tell you first-hand that being in the path of a tornado can mean complete destruction. Splintered wood and leveled houses are all that is left behind. The concern among consumers about specific property damage, like broken windows, is just not there when the house is destroyed.

However, outlying areas that experience strong winds from tornadoes are a different story.

Can and Cannot

While window film can do little to help a building in the path of a tornado, those areas experiencing strong winds and flying debris could benefit from the product holding their window in place and in one piece.

"Film can, under wind speeds around 100-110 mph and lower, do a great job holding glass fragments together," says Darrell Smith, executive director of the International Window Film Association (IWFA). "If you live outside of the direct path, maybe a mile or two away from the storm, you could still have 65-75 mph winds and a lot of

slower moving debris in the air that might break windows or glass. Even though you are not in the path your windows could be breaking out."

These are the type of situations where window film can make a difference. Outlying areas that don't experience the path of the tornado, but see higher winds and some flying debris can benefit from window film. Film can keep the building envelope secure and prevent rain or debris from entering the house.

"[What happens if the glass breaks] would depend on what kind of glass it is on, whether it's annealed, tempered, heat-strengthened or laminated glass," says Smith. "Annealed windows break in shards and usually when that happens some of the shards vacate the window opening, but much of the glass can go into the gaskets or the sealant around the window. If you walk up to a window and tap it with a baseball bat or a wrench, glass in the center may fall out, but you will have jagged pieces still hanging in the window frame."

While film can help in outlying areas, being in the path of a tornado is a different story. The higher

winds and larger flying debris can demolish a house quickly and film will not be able to provide much protection to those inside.

"If you are in the path of a tornado you will not get protection," states Smith. "We are dealing with wind speeds of 200-250 mph in an F5 storm. At that point you are not concerned with what was on the window when the building blows away. Whenever a windstorm event has the capacity to take down a structure you are not even talking about any glazing options or anything else."

Window Worries

Forrest Masters, assistant professor in the Department of Civil and Coastal Engineering at the University of Florida, thinks that keeping the building envelope secure is crucially important to those inside.

"Even if the optimal home is designed, if the windows don't hold up that system can fail," says Masters. "If the windows break you will have a dominant breach in the building envelope."

Protecting homeowners from flying glass or from the danger of the

"Whenever a windstorm event has the capacity to take down a structure you are not even talking about any glazing options..."

—Darrell Smith, IWFA



elements and other debris can make a big difference.

"If you are near the window and a wind storm came up quickly and the glass broke you could have personal injury as a result of breaking glass," says Smith. "Often tornadoes pop up in the midst of a severe storm as well. If a window breaks in a 40-50 mph wind speed and that glass falls out of the window you now have wind and rain damaging property inside the building. You can have personal safety issues and property damage. We know that even in minor hurricane conditions test results from Applied Research Associates shows that, next to plywood shutters, in those lower wind speeds window film was one of the most cost-effective technologies to reduce property damage."

Richard Hollacher is owner of Midwest Window Film Supply with locations in Houston, Tex. and St. Louis, Mo. He tries to truthfully explain to customers the benefits they can get from installing film.

"I don't want to give someone perceived security when it's not something I can guarantee," says Hollacher. "I try to always explain to them that hurricane-resistant doesn't mean hurricane-proof."

Hollacher's company deals with hurricane issues in Texas and tornado worries in Missouri.

"We have been working with the city and the airport to try to just help educate them on differences between window film and laminated glass," says Hollacher.

Realistic Results

Protection against other natural disasters, including hurricanes and tsunamis, made news in the window film industry as well. In September, the Florida attorney

Enhanced F Scale for Tornado Damage

The enhanced F scale was implemented in February 2007.

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F Number	Fastest 1/4-mile (mph)	3-Second Gust (mph)	EF Number	3-Second Gust (mph)	EF Number	3-Second Gust (mph)
0	40-72	45-78	0	65-85	0	68-85
1	73-112	79-117	1	86-109	1	86-110
2	113-157	118-161	2	110-137	2	111-135
3	158-207	162-209	3	138-167	3	136-165
4	208-260	210-261	4	168-199	4	166-200
5	261-318	262-317	5	200-234	5	Over 200

*** Important note about enhanced F-scale winds: The Enhanced F-scale still is a set of wind estimates (not measurements) based on damage. Its uses three-second gusts estimated at the point of damage based on a judgment of 8 levels of damage to 28 indicators. These estimates vary with height and exposure. **Important:** The 3-second gust is not the same wind as in standard surface observations. Standard measurements are taken by weather stations in open exposures, using a directly measured, "one-minute mile" speed.

Source: National Weather Service

general warned Floridians about window film companies that claim the product offers hurricane protection. Reportedly, some window film shops had been selling window film to customers as a hurricane-proof product. More recently, a law was passed in the same state that makes it a violation of the Florida Deceptive and Unfair Trade Practices Act, to advertise, sell, offer, provide, distribute or market any product as hurricane, wind-storm or impact-resistant unless it is in compliance with the provisions for product approval in the Florida Building Code (*for more on this story see page 16*).

After the tornado hit in St. Louis, Hollacher says he has had more people inquiring about the product. He is careful about how he explains the product to them.

"It's like comparing apples to oranges," says Hollacher. "If a tornado is going to hit your house it will be gone. We tend to work the angle that some protection is better than no protection."

Hollacher experienced a personal scare in his house when a window fell during a storm right over a crib. Luckily, no child was in the crib and the window had been filmed so it left the building envelope in one piece.

"If you are in the direct line of a tornado it won't matter what you do," says Hollacher. "However, if you live on the outskirts it is worth trying to protect. That's what we try to tell people."

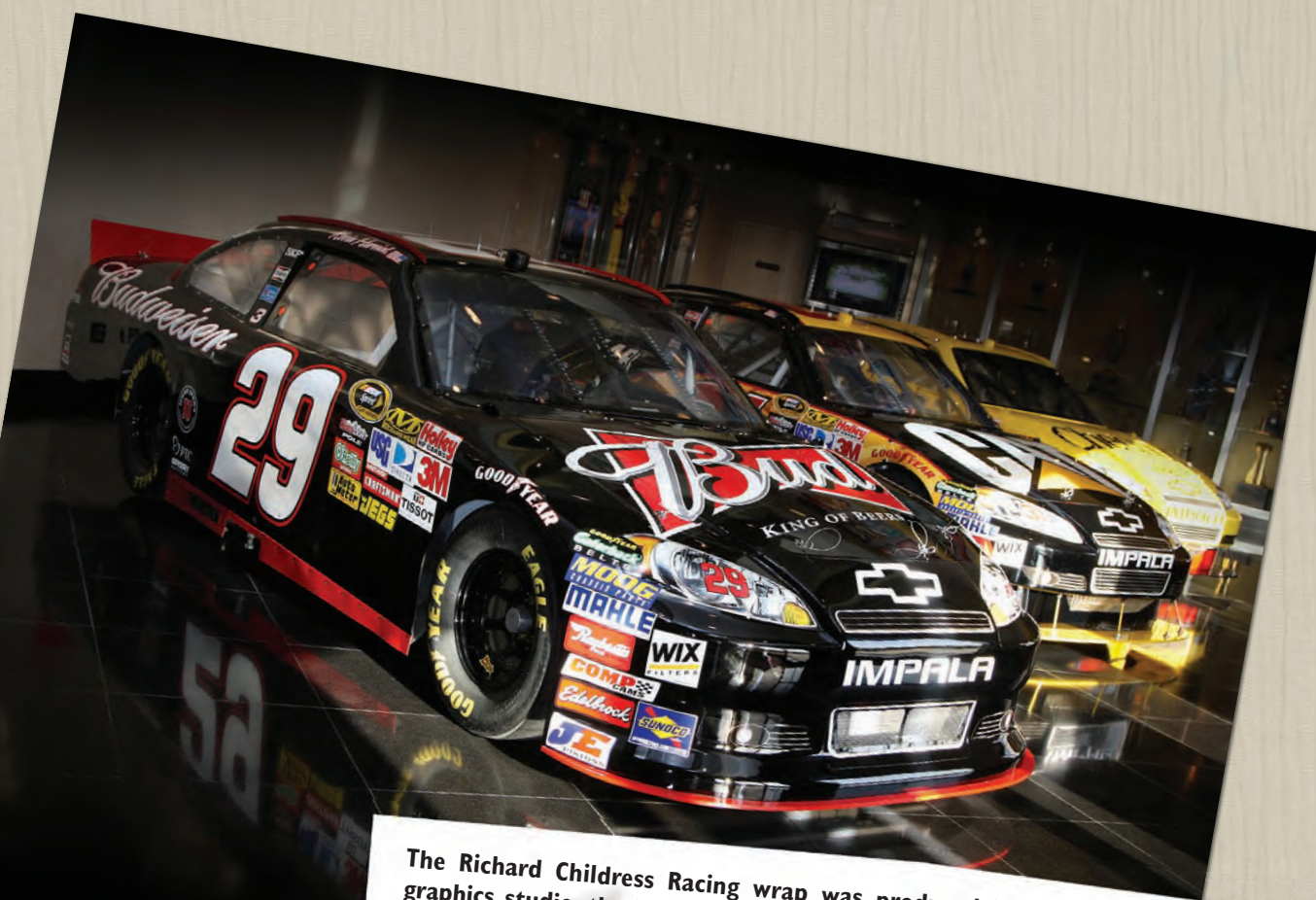
However, film's greatest strength will be its combination with other protection products. Window film used with attachment systems can help hold glass in place, even when a window breaks. Stronger doors and windows can make a home more secure against the elements.

"The next frontier is to look at tornadoes, but it will take a group effort. It will take all of the different trades to work together. In an event like this, if one system doesn't work it doesn't matter. The system is only as good as the weakest link," says Masters. **WF**

Wrap-Off

Check Out the Stylings of Wrappers From Around the Industry

New designs and styles of vehicle wraps pop up on cars every day. What makes certain ones stand out? Keeping ideas fresh while being aware of what others are doing creatively can keep your designs and wraps interesting and pristine. Some wrappers from around the industry share the tools, designs and products that made some of their favorite wraps so memorable. If you have a favorite wrap project that you have done email khodge@glass.com and tell us about it.



The Richard Childress Racing wrap was produced by the team's in-house graphics studio, the RCR Graphics Center, using Roland printers and cutters. Wrapping a race car is not an everyday job for a typical wrap company, but it is normal work for Richard Childress Racing, located in Welcome, N.C.



This customer requested an eye-catching wrap from Digital EFX Wraps in Louisville, Ky., that would garner attention from those passing by. While the vehicle is small all of the difficult parts of a vehicle wrap are still there. The customer provided the artwork and logo for the design and took two installers about a day to a day and a half to finish.



Ferguson's Diesel wanted a vehicle that people would notice. Working with Luke Shacher, the production manager at Wrapaholic in Southwest Missouri, three people installed this partial wrap in one full day. The artwork was designed by Aurora Graphics and film used on this vehicle was 3M's 180 CV3. The vehicle stands out for it's eye-catching design and colors, but was still affordable and easy to install since it was a partial wrap.



Digital EFX Wraps wrapped this school shuttle vehicle for a local orthodontist. Trying to minimize the amount of material and cost involved in the project a partial wrap was done. The background graphics were courtesy of Aurora Graphics and the company graphics were hand-drawn in-house.

continued on page 34

Wrap-Off

CONTINUED FROM PAGE 33



This Audi TT was wrapped by Schnellanfrage Folierung in Germany. Owner Rüdiger Kusch used Aurora Graphics for the design and printed it on Avery Dennison vinyl. The partial wrap's design was installed by two technicians and brought a fresh look to the vehicle, making it appear as if you could see right through the exterior.



This shop vehicle has been wrapped four times by Digital EFX to keep the design fresh and show off new wraps to consumers. While looking for a wild design Digital EFX mixed together two or three Aurora Graphics designs and installed pieces of vinyl on the rims of the truck. It took two full days and two installers to complete the job.



Tony and Jim Burke, co-owners of Xtreme Graphix in Milford, Del., wrapped their flagship truck and created the company's largest mobile unit. The one-time Miami-Dade rescue unit took three months and five installers from start to finish to wrap and featured graphics from Aurora Graphics and vinyl from Avery Dennison.

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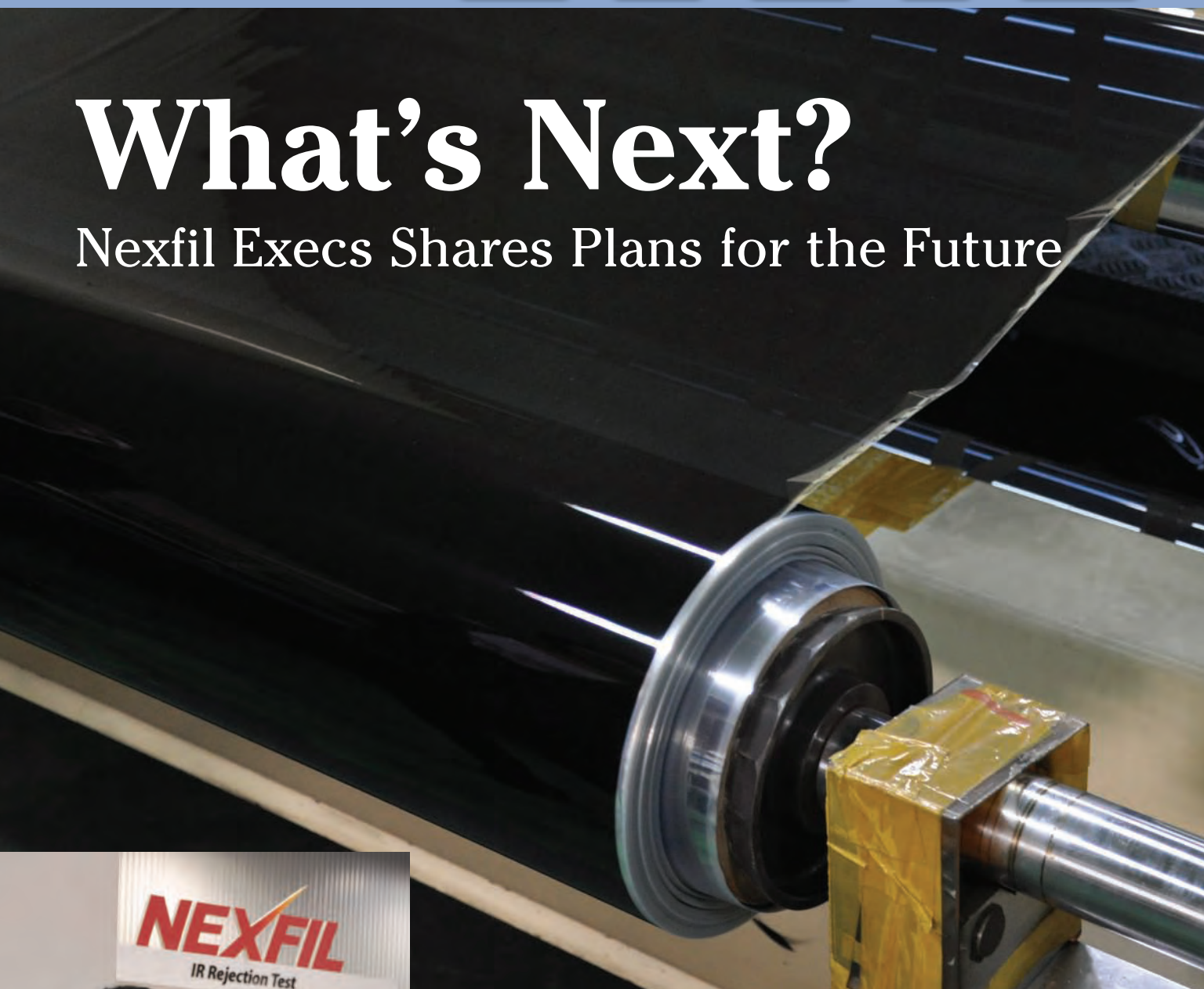


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What's Next?

Nexfil Execs Shares Plans for the Future



ShinSoon Lee (left) and S.W. Choi (right) have big plans for a manufacturing facility in the U.S.

In January 2011, WINDOW FILM magazine editor Katie Hodge visited Nexfil headquarters in Gyeonggi-Do, Korea. Nexfil president and owner ShinSoon Lee and Nexfil USA president S.W. Choi with Hodge to talk about the company and what the industry can expect to see from them in the future.

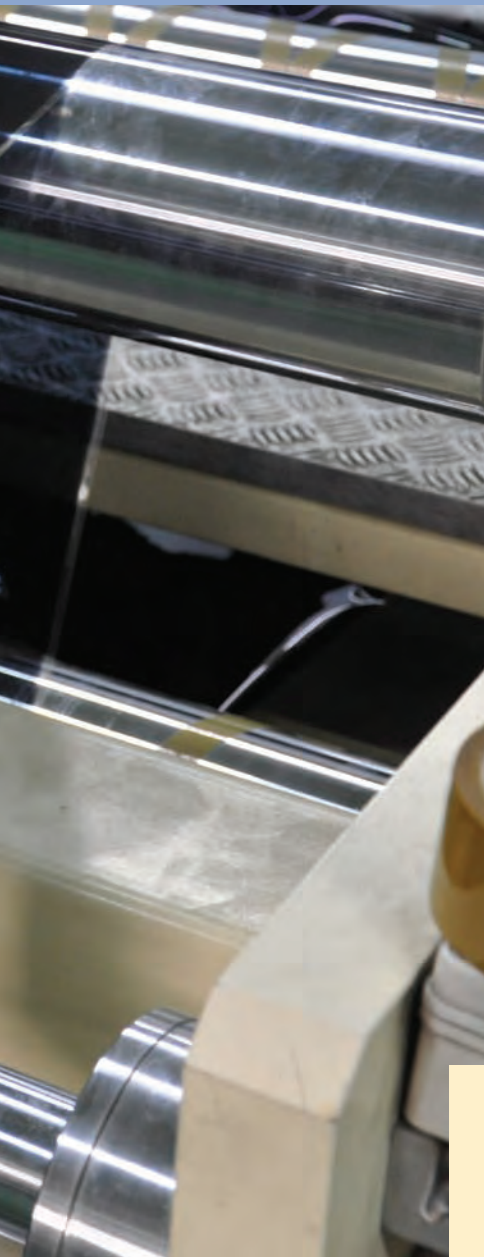
WINDOW FILM magazine (WFM): *Tell me a little about the company and the type of products you provide.*

Choi: We have grown quite fast. We produce from high-end to low-end films- specialty, Nano IR, dyed, metalized, one-ply, two-ply, glue-dyed, decorative, safety and solar films. We also produce all kinds of film for solar applications. Nexfil

started producing window film for the global market in 2001-2002. Since then, the company has invested a lot of money to expand our manufacturing facilities in Korea. There is also a plan to establish a metalizing line and other lines in the U.S.

Lee: Once we began developing all of our new products, our sales have increased almost 50 percent every year. Until seven years ago, we were very concentrated on the Chinese market, but now we send film to countries around the world and now have a presence in the Middle East, Europe, and Africa, as well as North and South America, and Asia.

WFM: *I understand the compa-*



ShinSoon Lee



Fast Facts

- **President and owner:** ShinSoon Lee
- **Nexfil USA president:** S.W. Choi
- **Employees:** Around 110
- **Locations:**
Manufacturing- Korea
Distribution- China, Germany, U.S.
- **Size of Korean manufacturing facility:** 40,000 square meters
- **Location of U.S. distribution facility:** Gardena, Calif.
- **U.S. distributing facility annual sales:** \$15 million
- **Korean manufacturing facility annual sales:** \$80 million
- Nexfil is a private company

ny has an international presence. Are certain products more popular in specific countries?

Choi: Countries in South America and Central America are buying a lot of our products, in all of our lines. Southeast Asia also buys a lot of different product lines from glue-dyed, to chip-dyed, to the high-end products like specialty, Nano IR, one-ply, and two-ply. We are selling a lot of these high-end products to the Chinese market as well. People there are spending a lot of money to buy window film because they believe that their cars are a very valuable asset so they will spend the money there. We have a large market for archi-

tectural films in these countries because of the movement for energy conservation.

WFM: How is Nexfil organized?

Lee: We produce the raw materials here in Korea and can distribute to other locations throughout the globe.

Choi: We have two manufacturing locations in Korea with a nation-

al distribution there as well. We also have a Chinese and German branch for distribution, as well as the U.S. branch. The global market is regionally divided among the sales managers. There are five sales managers in the Korea office. Under Mr. Lee there is the operations director in Korea, then there is me,

continued on page 38

What's Next?

continued from page 37

the financial director, products director and then the lab director.

WFM: *I know you had planned to open a plant in the U.S., but that has been delayed.*

Lee: We wanted to make a brand that would be "made in the USA." I wanted to expand so that around 50 percent of our sales were coming from the U.S. We hope to open our US facility late next year and we want to expand our facility in Korea as well.

Choi: Since I established this distributing branch, I have been trying to arrange and establish a manufacturing facility [in the U.S.] as well. We recently commissioned a German company to begin building one of our new production lines that will be used in the U.S. manufacturing facility. Because of the crisis in the Middle East and Japan, gas prices have been crazy so we



Nexfil's chip-dyed film, one of its more unique products, is produced in its own line in their Korean manufacturing facility.

have been a bit delayed in our final plan. As things settle down, we will establish the manufacturing facility possibly by the end of next year. It's just a matter of time.

WFM: *What do you think sets your company apart from other manufacturers?*

Choi: I can't say our product is perfect, but we have a good prod-

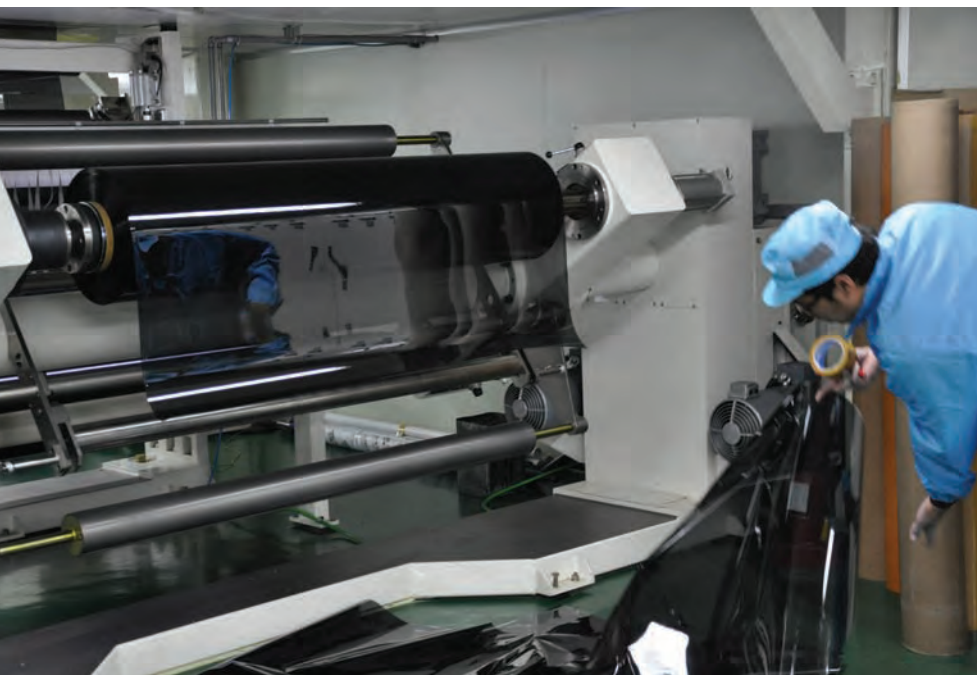
uct and good service and that makes us different. Good service and good quality sets us apart.

Lee: I am thirsty for new products all the time. Our response and our actions all show this. If we have an idea we just do it as we think of it. Our development is very fast.

WFM: *What does the future hold for the company?*

Lee: We are open to everything. We are not sure about what we will see in 5-10 years, but we are preparing many items for the upcoming SEMA show. After we set up our solar window film we wanted to make some other products for the IT industries.

Choi: Once we establish the facility in the U.S. we are going to establish a new dyed extrusion product there as well. Once we are producing the product in the U.S. we can provide it in all of North and South America. We have a really great future because we know how to reduce cost and improve the quality of the product. We don't charge a lot or make a huge profit when we sell our products. I cannot disclose the information, but we supply a lot of our products to other manufacturers. We have a great financial structure because of all of this and look forward to the future. **WF**



Once Nexfil began developing its own products the company has seen sales increase by almost 50 percent every year.



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Katie Hodge is the editor of WINDOW FILM magazine.

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Page	Company	Phone	Fax	Web Address
I	3M	866/499-8857	651/733-5502	www.3M.com
22-23	Aegis Films	800/438-8468	678/333-0892	www.aegisfilms.com
4-5	Bekaert Specialty Films	727/437-1035	858/571-3605	www.panoramafilm.com
28-29	Commonwealth Laminating & Coating	888/321-5111	276/632-0173	www.suntekfilms.com
35	Directed Electronics	800/361-7271	450/635-9858	www.viper.com
45	Global Window Films	866/664-5622	813/814-2080	www.globalwindowfilms.com
46	HanitaTek Window Films	800/660-5559	262/754-3776	www.hanitatek.com
C2	Johnson Window Films	800/448-8468	310/631-6672	www.johnsonwindowfilms.com
11	Madico	800/225-1926	888/553-8468	www.madico.com
8-9	Nexfil USA	310/516-8986	310/538-1137	www.nexfilusa.com
7	NTech Window Film	82-2-782-7790	82-2-782-9284	www.ndfos.com
13	Solamatrix Inc.	888/887-2022	727/327-7132	www.sun-gard.com
3	Solutia's Performance Film Division	314/674-1000	314/674-1585	www.solutia.com
39	U.S. Film Crew	877/946-3693	412/798-0900	www.usfilmcrew.com
18-19	Wintech Window Films	888/983-3356	714/522-1448	www.wintechusa.com
15	Worldwide Sun Control	800/786-9990	703/665-1021	www.suncontrolusa.com

For more information on these companies' products, visit <http://products.windowfilmmag.com>.



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FILM STARS™

INSTALLER PROFILES

Family Tradition

Dan and Cheri Wubs, Clearview Solutions Incorporated

For Dan and Cheri Wubs installing window film is a family tradition. In 1968, Dan's father, Fred, was one of the original 3M dealers in the U.S. Dan's brother, Dave Wubs owns and operates Midwest Solar Control Corporation in Chicago. After 31 years of installing film it's safe to say window film runs through their veins.

Now Dan and his wife Cheri own Clearview Solutions Incorporated with locations in the Chicago area and in Bozeman, Mont.

"Dan manages all installations, architectural graphics and corporate branding projects while I manage the company's sales and administrative side of things," says Cheri. "We make certain that a family member oversees every aspect of the business to maintain Clearview's high service and quality standards."

The Wubs were singled out as Film Stars because of their ability to adapt and change with the economy. They feel their start-to-finish service makes them stand out.

"[What makes us stand out is our] ability to provide the most complete personal service from the first contact to the final window installed as well as getting a call from that same client five years later," says Dan. "We have found that by providing a one source solution for the client is key. Recommending the right product for the customer no matter who the manufacturer is will always keep you in the customer's good graces. It lets the client know



Dan and Cheri Wubs' start-to-finish service and ability to adapt in a tough economy has made them stand out among the rest.

you're on their side when it comes to accomplishing their goals."

Because of their business sense Dan and Cheri have been able to work on some high-profile projects.

"Some of the most memorable projects have been The Sears Tower in the 1980s and homes in Aspen, Colo. to Malibu, Calif.," says Cheri. "We have been given the opportunity to work on our clients' residences all across the

country. Seeing things like indoor waterfalls, secret rooms and multilevel parking facilities never ceases to amaze us. When owners, their architect and interior design teams create residences worth \$30 to \$200 million dollars the interiors are so amazing they overwhelm you."

When Dan and Cheri have free time they enjoy spending it with their daughter Kiana who lives at home or traveling to visit their three other children, Camden in England, Kali in Montana and Kienan in California.

WF

Do you know someone who is a star among window film tinters? Then we want to hear from you with your nominations for "Film Stars." Email Katie Hodge at khodge@glass.com your nominations.

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