

# Beauty Inside & Out

The International Window Film's Association Guide to living  
a longer, lasting more beautiful life!



# Window Film – Beauty Inside and Out



Everyone wants an interior that lets sunshine in. Sunlight streaming indoors provides benefits for your home and family. And, today, many architectural designs incorporate large windows to enjoy more natural light.

But, there are downsides to letting the sunshine in. They include heat build-up, excessive glare, premature fading of interior furnishings, skin cancer and even cataracts.

We want natural light, but we also need to reduce glare, fading and heat build-up at times. Wouldn't it be great to accomplish all this without having to close curtains & blinds?

It's well established that when outdoors, we need to protect from too much sun exposure, but what about exposure through windows?

When outside, we use sunscreen to protect skin from premature aging and cancer. We wear sunglasses to prevent sight-damaging cataracts.

Even while we're indoors, the sun can be a major threat to our health. It can wreak havoc on fabrics, artwork and furnishings. It's no wonder that we notice fading when we lift a corner of carpeting and see the difference in floor color that has been consistently exposed to the sun's rays.

Many accept the fading of furnishings as a fact of life, but it *can* be reduced. As we look at the loss of color on our furnishings, do we stop to think if the sun is having the same impact on our skin and eyes as well? Most would answer 'no'.

# Is Indoor Sunlight A Concern?

Do you like to warm up by the window or does your child like to play in that sunny spot below the skylight?

Deep-penetrating Ultraviolet A (UVA) rays from the sun pass through ordinary glass. UVA rays account for 90 percent of the sun's most damaging rays and are present all day, every day of the year. In winter, when the sun is lower in the sky they can penetrate further into the interior and snow cover reflects the sun into the living space with even greater strength.

Most people do not realize that harmful UVA rays can pass through glass. The deep-penetrating UVA rays in particular can reach you behind a glass window or door in your home or office. They are not felt like the UVB rays, which cause sunburn outdoors.

Windows typically account for 15 to 30% of the total heating load in a structure, and may account for over 50% of the summertime cooling load. So, not only do unprotected windows let in unhealthy UVA rays, they let in energy that can make a home heat up unevenly. And, in cooler months, the energy used to heat the living space goes literally out the window.



# What the Experts Say About Indoor Sun Exposure:

Research in [\*Clinical Interventions in Aging\*](#) showed that people who had daily indoor sun exposure, such as a storekeeper and a teacher, had more wrinkles on their cheek, wrinkles under the eyes, deeper crow's feet and more roughness on the window-exposed side of their face than on the non-window-exposed side. The areas of the subjects' faces that were regularly closer to a window exhibited more signs of sun damage and UVA rays are the culprit.



*(Photo Credit, New England Journal of Medicine)*

The photograph above shows how sunlight impacted one side of this person's face after many years in a career driving a vehicle.

All major health organizations that deal with the issue of sun exposure have stated that evidence suggests there is an association between UVA radiation and malignant melanoma or skin cancer.

Skin cancer is the most common form of cancer in the United States. More than 3.5 million skin cancers in over two million people are diagnosed annually. One person dies of melanoma every hour (every 57 minutes).

UVA rays account for up to 95 percent of UV radiation reaching the Earth's surface and although they are less intense than UVB, UVA rays are 30 to 50 times more prevalent, and go through glass, making sun protection necessary inside as well as outside.

# What Can Be Done To Prevent UVA Penetration?

So, what can you do about this issue now? Well, you could put some sunscreen on you and your furniture, but it's not likely you'll want to wear sunscreen all day inside, or sit on a sticky sofa.

Wearing a hat to protect the sensitive area around your head and face is a good and easy idea.

But if you want to be inside, comfortably protected from UVA rays – professionally installed window film should be a primary consideration.



# What is Window Film?

Window film applied to the interior of windows is a transparent "solar shield" that can reject up to 80% of the sun's heat. In summer, the home is cooler and more comfortable, so you can save on energy bills. In winter, some window films trap room heat in, for added comfort during the coldest months.

All quality window films will block up to 99% of UV rays and reduce the impact of sunlight on furnishings by significantly reducing fading.

Window film is a thin sheet of window coating, professionally and permanently installed, to deliver a range of high-value benefits to a smart homeowner. Introduced over 30 years ago, window film now has been engineered using today's advanced technology to deliver energy savings similar to low-e windows, yet at a fraction of what replacement windows cost.

For single-family homes, on average window film installation can range from \$3 to \$11 per square foot, depending on the type of window film installed, and the process can often be completed in one or two days.

Window film is available in a range of shades from clear to dark and once installed, the energy conservation benefits are immediate. An added benefit of this hidden home-improvement solution is that many window films can qualify for "green" credits and energy rebates and are considered carbon-negative products.

Window film is a good choice when you want to enhance windows that are still functional but not up to contemporary standards. Rather than investing the energy and materials to make and deliver and install a new window, as well as dispose of the old one, you can extend the life of your existing windows by incorporating window film, thereby saving money while being environmentally conscious.

# Window Film is a proven product!

The window film industry has submitted itself to rigorous third party testing to certify its products.

- More than 250 films have been certified by the NFRC (National Fenestration Rating Council), verifying their energy performance. This is the same body that rates windows in terms of energy efficiency.
- There are many health and safety standards that window films adhere to, including human impact, glass fragment protection, burglary intrusion, bomb-blast and fire safety.

## What Type of Window Films Are There?

The window film industry has grown by leaps and bounds in recent decades, and developments like nanotechnology and advanced coatings have taken the benefits to new heights! The most common types of window film are:

- Solar control film
- Spectrally selective film
- Decorative film
- Safety / security film
- Low-e coatings



# Where Can I Learn More?

The IWFA (International Window Film Association) is your resource for all the facts on this important solution for your home.

The IWFA offers our members and directors as a resource so you can learn more about different types of window film and how they can help protect and secure your home or office.

*Note: For owners or managers of commercial buildings or multi-unit residences, the benefits and cost savings window film offers are multiplied! Contact <http://www.iwfa.com> to locate trained window film experts in your area and receive an energy analysis to learn more.*



**International Window Film  
Association**  
**PO Box 3871 Martinsville, VA 24115**  
[www.iwfa.com](http://www.iwfa.com)  
**276-666-4932**

