

Solar Control Window Films

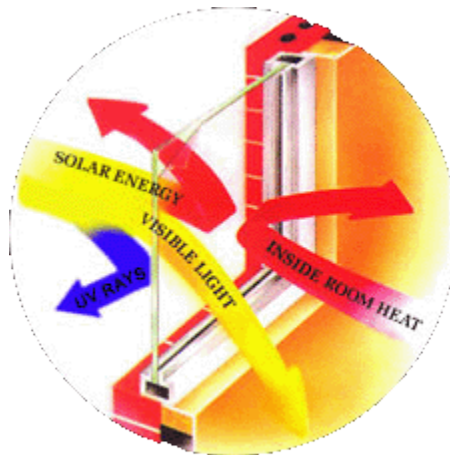


We believe that Panorama Window Film is the finest film available in the entire world. As such, this is the only manufacturer that we offer at Five Star Window Coatings. We are essentially a team that strives to serve our clients with the best product and service available. Panoramas solar control films offer a variety of benefits.

Energy Control is becoming more and more important due to the rising costs of petroleum in the world today. One of the biggest losses of energy from your home or business occurs through your windows. Glass, by its very nature, is highly emissive. This means that instead of reflecting energy, glass absorbs it and then allows it to pass through. Energy always flows from the high energy state to the low energy state. Therefore, in the summer when it is hotter outside and cooler inside, the energy (heat) is transmitted through the windows to the inside. In the winter when it is warmer inside and colder outside, the energy (heat) is transmitted through the windows to the outside. All of this occurs at your expense. Applying solar control window film makes the glass less emissive. Even if you have



"Low-E" window glass, properly installed window film will further enhance energy savings and the effectiveness of the glazing system dramatically. In settings with large window exposures, the investment of applying solar control window film can be recouped through reduced energy costs in shorter payback periods. Typically, in large commercial buildings, the payback period is 11-18 months. In contrast window replacement projects often entail payback periods of several years. Additionally, heating/air conditioning units will prosper due to better load management.



Glare Reduction is beneficial in many window film applications. Although many customers may not initially desire added glare reduction, everyone enjoys the benefits offered by the various Panorama films that we offer. Glare from windows exposed to the sun makes it difficult to obtain a clearly defined view through the glass. This causes problems with degenerative eye disease squinting and headaches, while causing havoc with television pictures and computer screens.



Glare from skylights can create reflection problems from tables, floors and kitchen countertops. In many instances glare can force customers to wear sunglasses while they eat in restaurants or shop for furniture and automobiles in sunlit showrooms. It is not uncommon for areas of residences to be completely unusable during certain times of the day because of glare, even with the use of window coverings. In short, unwanted glare creates an uncomfortable atmosphere and prohibits full enjoyment of the very reason a window was installed. Our



films range in rejecting unwanted glare from 11% to nearly 90%. Even our Virtually Invisible™, non-reflective films create a clear, visually sharp view and let your windows wear the sunglasses --instead of you, your guests or your customers.

Fade Protection is often the primary reason for consumer purchases of window film in Northern Michigan. If you have a window that is exposed to sunlight, your home or business's interior and your belongings



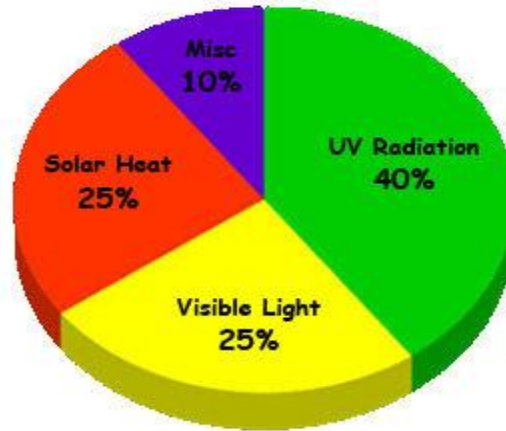
are being subjected to Solar Damage. Unfortunately, solar damage is very insidious and, just like a sunburn to the skin, the long-term effects of



exposure to the sun are not realized until after the damage has been done. ALL of the films we install reject at least 99% of the Ultraviolet (UV) rays from the sun up to 99.9%.

Additionally our films reject varying amounts of heat and glare which account for a significant portion of

solar damage. Rejecting UV rays, heat, and glare results in superior protection for your interior. Even if you have Low E glass the application of window film can reduce fading by multiple factors! Too many clients make the mistake of thinking their Low E glass offers the protection they require, only to find out in less than one year that the sun has already damaged their home's precious furnishings or their business's expensive inventory.



90% of the contributing factors in fading can be greatly reduced by using Panorama Window Films

Beauty and Value are very important characteristics of Panorama Window Film. Aesthetic considerations are not precluded with the application of window film. In fact, window film can add beauty to a building's exterior by creating a uniform appearance or by creating a specific colored look needed to emphasize architecture. Cleaning is made easy due to a scratch resistant coating that is on all our films--so you can use any over the counter, non abrasive window cleanser with a soft cloth or paper towel.



Enhanced exterior appearance, fade protection, reduced glare, lower energy costs with short payback periods, protection from shattered glass, and easy cleaning all add up to make Panorama Window Films a sensible purchase.