MEDIA RELEASE
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Record temperatures raise window awareness

Last month, Perth suburbs experienced their highest mean maximum temperature on record[1], prompting residents to start preparing their homes early for the coming summer.

According to local window film installers, the recent warm weather has led to an upsurge in interest in solar control window film.

One of the most critical aspects of preparing for the heat is choosing the right window treatment. Around 87% of light and heat striking a single pane window will pass through, which explains why energy assessors call untreated windows 'thermal holes'.

Rita Lewien, Tint.a.Car, Cannington, comments, "As our area experienced above average temperatures this October, we had more enquiries than ever before into solar control window film. While blocking heat, UV and glare, window film reduces a home's energy consumption as air conditioners and fans aren't used as often."

After Perth's soaring temperatures in 2009, residents want to do all they can to prevent overheating in the home.

Carl Regan, Solar Master, Perth, says, "Perth experienced its second warmest year on record last year, so everyone is keen to get their house in order before another heatwave hits. With the price of electricity being so high, it is little wonder that energy-free ways of making the home more comfortable are becoming popular. Last week we prepared over 25 quotes, which is well above average."

Solar films can block up to 80% total solar energy, up to 99% UV radiation and 90% glare. This is comparable to and in some cases better than new windows. Film is applied to existing glass, making it cheaper and more environmentally friendly than buying new windows.

Installed costs of solar films typically lie between $60 to $100 per square metre depending on performance needed and film type. Shading devices are typically substantially more, and oftentimes block the view and darken a room.

President of the Window Film Association of Australia and New Zealand (WFAANZ), Rob Hamilton, comments, "The return on investment of window film is impressive. Case studies show that air conditioner usage has been reduced by as much as 30% after the application of window film."

WFAANZ recommends consultation with a trained professional to ensure the most appropriate product is selected and applied correctly. A list of local window film installers who abide by a strict code of practice can be found at www.wfaanz.org.au.

About window film

Window film, or window tint, has come a long way since its introduction in 1961. Advanced technologies mean they now offer greater variety in shades, colours and performance levels. The best products are guaranteed to survive the harsh Australian climate with scratch resistant coatings for protection and metallic layers for colour stability.

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[1] Bureau of Meteorology, http://www.bom.gov.au/climate/current/month/wa/summary.shtml