

MEDIA RELEASE

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Cutting out the heat

No matter how much time and money you spend planning a renovation, sometimes you have to live or work in a space to discover how well it suits your needs. That was the lesson learnt by local hairdresser Christine Maiden when she moved her salon from a busy, high end Port Melbourne address to a home-based business in Newport in 2005.

Christine's plan to divide her home to accommodate a salon, called *Cutter's Club*, was executed perfectly. The rooms were converted into a self-contained two sink, four chair salon with a separate beauty room for beauty services. However, when she started working in the space, she realised she had a problem.

Christine said, "The way the house is oriented means we'd get the full westerly sun streaming through the windows. While this was lovely on colder days, when the temperature rose it turned the salon into a hot box. Turn on a hair dryer and it was like a sauna in there. So, I had a dilemma, I wanted to eliminate the heat but didn't want to lose the natural light."

Local window film expert Veronica Tennant, Solar Window Filmers, was consulted to determine window treatment options. She suggested a film that rejects up to 55% total solar energy, so over half the heat is blocked out, while still allowing 70% of light into the room.

Veronica comments, "People can spend thousands on new, high performing windows without realising they can apply a window film to their existing windows at a fraction of the cost, for comparable results. Christine's brief was simple – cut out the heat and retain the light. The low visible reflectivity film we installed met these requirements, and most importantly, it was affordable."

Solar Window Filmers is a member of the Window Film Association of Australia and New Zealand (WFAANZ), which means it abides by a strict code of practice and complies with all Australian Standards. According to WFAANZ, studies show windows with film applied can produce 5-15% savings in annual kwhr demand in warm climates, depending on glass and window type.

Window film is generally installed to the interior of the window, so it doesn't entail complex construction set-ups or undue inconvenience. Veronica added, "We installed the film after hours in one session, so Christine didn't lose business."

And the results? Christine said, "It's sensational, it takes the edge off the heat without detracting from the natural light required for true natural colour. In fact, I was so happy with the results in the salon I had Veronica install a higher heat-reducing film on the windows in my home. It controls the temperature, improves comfort and my electricity bills are lower."

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