MEDIA RELEASE



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Top ten window film hacks

The internet and bloggersphere is abuzz with talk of product 'hacking' - repurposing a product to change its appearance or make it perform a different function to the one its manufacturer intended. Window film is one such product.

Developed in the sixties by NASA, window film has long been used to reduce solar heat gain in buildings and vehicles. Now there are new and quirky applications for film conceived every week. Here, the Window Film Association of Australia and New Zealand (<u>WFAANZ</u>) lists ten ways film can stylishly solve problems in the home...

1. Clean and simple

Bathroom window treatments can be tricky. Privacy and light are essential, yet curtains are impractical, blinds hard to clean and awnings unsightly. Ally Cronan, WFAANZ President, suggests, "Frosted or decorative window film solves many problems at once in the bathroom. It provides privacy and light while enhancing the clean and simple lines popular in modern bathrooms." As it can be used on any glass surface and is water resistant, film is being used to jazz-up shower screens and disguise water marks.

2. First impressions

If your front door has glass panels, a transom or sidelights, decorative window film can transform your entryway. Your house number or surname can be cut from window film and applied to the glass for a sophisticated, one-of-a-kind look. Or a decorative film could add pattern, colour and life, giving your visitors a sense of your creative style before they even step foot inside.

3. Dogs are talking

Some dogs take their job of house protector seriously, barking at anything that dares pass the front window. If incessant, the barking could contravene council noise regulations. Using decorative or frosted window film on the lower windows or your pooch's favourite pane obscures their vision to help solve the dilemma.

4. Keep it crisp

Why do white kitchen cabinets start to yellow? Direct sunlight is the main culprit, which over time can fade painted wood and laminated surfaces. Window film on kitchen windows has been found to shield cabinets from direct sunlight and prevent fading.

5. For the birds

'Bird strike' is the sad phenomena of birds getting injured or killed by flying into windows, because they see the outdoors reflected in the glass. Window films are available that appear to be opaque to the birds, but people inside still have a clear view out.

6. From cabinet to whiteboard

Do you have office cupboards with glass doors? With white opaque window film you can transform your cupboard door into a re-usable, stylish whiteboard.

7. Glass fences

Glass railings or balustrades are popular for balconies, pools and staircases. They ensure the building complies with the Building Code of Australia while adding to its aesthetic appeal. Ally Cronan says, "Film installers are commonly asked to make glass balustrades more private. Frosted film maintains the smart look of the railing and boosts privacy at the same time."

8. Tool protection

Despite being packed with expensive belongings, garden sheds are rarely outfitted with adequate security measures. If your shed has a window, WFAANZ recommends the application of a frosted security film. Security films make breaking the glass harder for smash-and-grab thieves, and the frosted finish will make it impossible for them to take stock of your stuff.

9. Strong and pretty

Decorative glass cannot be heat strengthened or tempered, and can therefore pose a threat if broken. Safety film on decorative glass will hold the broken pieces together and mitigate against serious injury. So you get to enjoy the beauty of decorative glass features, without the risks.

10. Going swimmingly

If your fish tank sits in direct sunlight for some of the day, a clear window film can help keep the tank clean by retarding algae growth. Standard UV-blocking window films will stop nearly all the UV - which many algae require for photosynthesis. Artificial lighting can also be to blame for algae, but if a fish tank receives direct sunlight, installing a film will help slow the rate of algae growth regardless of other non-solar light sources.

Ally comments, "We're just scratching the surface when it comes to the many uses of window film. Modern films last longer and have greater thicknesses, colour choices and textures than ever before, and multi-purpose films can solve many problems in the one hit."

If you're interested in learning more about window film or would like to find an installer near you please visit the WFAANZ website at www.wfaanz.org.au.

...ENDS...

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