

## MEDIA RELEASE

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## Warming the winter window

In the blink of an eye we've gone from needing fans to heaters. This year it feels like we've jumped straight from Summer into the middle of Winter.

One of the ways to quickly prepare your home for a quick drop in temperature is with window film. Solar control film has long been associated with keeping the heat out in Summer, but there is a type of film that provides year-round thermal insulation - Low E film.

Ally Cronan, President of the Window Film Association of Australia and New Zealand (<u>WFAANZ</u>), comments, "I admit it feels like a contradiction. How can a thin piece of film on your window manage heat in Summer and also keep a home warmer in Winter? It does this by controlling all forms of radiant heat – the type that's lost to the outside in Winter, and the heat coming in from the outdoors in Summer."

The 'E' in Low E stands for 'emissivity', a material's ability to emit radiant energy. Low E window films emit less infrared electro-magnetic energy than other materials, which means less heat transmission through the glass.

In Winter, objects inside the room are warmer than the temperature outside. Those objects radiate heat towards the cooler outdoors, and that heat escapes through the glass. Low E film helps prevent the escape of radiant heat as the coating reflects a significant portion of it back into the room. According to WFAANZ distributor members, Low E films can help retain as much as half the heat inside the room on cold days.

Then in Summer, the same film blocks the sun's heat from entering the glass from the outside.

Ally adds, "Look for a Low E film with a WERS For Film star rating in cooling and heating, as these are proven to provide benefit in both thermal conditions. In that sense, you can be assured the film will improve your home's energy efficiency in all climates and across all seasons."

Visit <a href="www.wfaanz.org.au/wers-for-film">www.wfaanz.org.au/wers-for-film</a> for the WERS For Film rating tables.

Ally adds, "Low E film must be installed correctly to ensure optimal thermal performance. Always choose a WFAANZ member as they follow a code of practice and can recommend the best film for your needs. To find a professional in your area, please visit the WFAANZ website <a href="www.wfaanz.org.au">www.wfaanz.org.au</a>."

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## For further information please contact: