

# 5 misconceptions about window film

Window film installers are often approached by building designers and owners researching energy efficient window treatment options. While the solar control benefits of film are recognised, there are still some common misconceptions about its durability, cost and appearance.

Here, the Window Film Association of Australia and New Zealand (WFAANZ) discusses the top five misconceptions about window film and presents the clear and simple truth.

## 1. Window film is too dark

When most people think 'tint' they think of dark films that restrict the daylighting benefits building designers often strive for as part of their green building philosophy. The advent of spectrally-selective films, however, means that the amount of light allowed to enter each window can now be specified.

Conversely, buildings can have glare issues due to too much light, which adversely affects staff productivity, comfort and health. Of course daylight transmission can save on artificial lighting requirements if lights are turned off during bright days, but it's always important to keep in mind other considerations like glare control when selecting a film.

Film is a made-to-order product, allowing the buyer to select how much light, solar control, glare, UV or protection they would like.

Barely visible films with a high visible light transmission (VLT), permitting a high level of natural light through the glass, can have a huge impact on the energy efficiency, overall comfort, safety and appearance of a building.

## 2. Window film turns purple

Back in the 80s, it was common to see cars with windows that had taken on a purple hue due to discolouration of the tint.

Advanced technologies applied to modern film manufacture by leading suppliers is far beyond old automotive films. Developments in metal deposition methods, colour extruded base materials, specialty coatings, etc. has resulted in premium quality film products with warranted durability and longevity.

If you spot a car with a purple window these days it's for one of two reasons - the tint is decades old or the product was not supplied by a WFAANZ manufacturer member.

WFAANZ advises the selection of a film covered by a product warranty.

Michael Miller, WFAANZ President, comments, "Over the past thirty years our industry has made great advances in colour stability. Always check the manufacturer's warranty and if in doubt, contact WFAANZ for advice."

### 3. **Window film is expensive**

One of film's key benefits is the low cost. Consider the alternatives – new windows, awnings, curtains or blinds. The cost of window film compares very favourably with each of these treatments, while offering comparable solar control to new double glazed or Low-E window units.

Michael comments, "Case studies show that air conditioning usage has been reduced by as much as 30% after the application of window film. This creates energy savings and less pressure on the conditioner unit, representing further financial gains."

Low-E films are available in Australia, which help reduce the flow of radiant heat from the warmer side of a window to the cooler side. In winter, Low-E films reduce heat loss and in summer they control solar heat gain, reducing both air conditioning and heating costs, so providing year round savings.

Window film is a cost-effective method of achieving or exceeding government mandated energy requirements set in the Building Code of Australia.

### 4. **Window film requires chemicals and is hard to install**

This one is a complete fallacy. Window film is applied using the non-hazardous mounting solution of the manufacturer (with negligible VOCs<sup>1</sup> during dryout).

Film is retrofit to existing windows, usually on the interior side of the glass. Depending on the size of the job, film can be applied within a matter of hours, with minimal disruption to the home or business. It is the ease of installation combined with the energy benefits that makes window film popular with commercial property managers, seeking significant energy savings without impacting productivity.

### 5. **Window film cannot stand up to Australia's extreme weather conditions**

Not true.

Firstly, the majority of films available are applied to the interior of the glass, so they are not exposed to the elements. Specialty exterior films are also available, applications and advice should be sought from a WFAANZ member.

Secondly, WFAANZ window film manufacturers are so confident in the strength of their films they offer a minimum ten year warranty on their products, some offering a lifetime warranty on residential applications.

For more information about window film, to find a WFAANZ distributor or installer member or to learn more about the Window Energy Rating Scheme For Film, please visit [www.wfaanz.org.au](http://www.wfaanz.org.au).

...ENDS...

#### **About WFAANZ**

A non-profit organisation, WFAANZ is dedicated to improving the standard of product and installation of window film in Australia and New Zealand, while promoting the performance, values and cost effectiveness of window film. The association sets out strict performance guidelines for its members and is a reliable voice for window film manufacturers, suppliers and applicators at all regulatory levels.

For further information, images or an interview please contact:

Ally Cronan • WFAANZ PR Manager • 0413 626 365 • [ally@acpublicrelations.com.au](mailto:ally@acpublicrelations.com.au) • 02 9401 0222

---

<sup>1</sup> Volatile organic compound