



May 1, 2007
Portal Website

http://www.earthtimes.org/articles/show/news_press_release,97987.shtml

Add Window Film Installations to Solar Safety Checklists

In addition to sunscreen, lotion, hats and sunglasses, consumers should add window film to their checklist for protection against ultraviolet (UV) rays. Bekaert Panorama(R) window film provides an important layer of protection for people concerned about the harmful affects of the sun -- including pre-mature aging and the onset of skin cancer. Many people do not realize they are exposed to the sun while at work or at home. Professionally installed window films can be effective in all environments.

"With skin cancer rising at epidemic rates, UV protective window film adds an important extra level of protection," said Perry Robins, MD, President of The Skin Cancer Foundation. "Many people don't realize that damaging UVA rays penetrate glass."

Derived from ground-breaking sputter-coating technology, using titanium, stainless steel, copper, gold, silver and various alloys, Bekaert's professionally installed Panorama(R) window film:

-- blocks 99% of UV light that damages skin and causes furnishings to fade -- rejects 95% of infrared heat that causes uncomfortable hot spots in homes and offices

Despite such high levels of protection, Panorama(R) window film is transparent and does not noticeably affect window views or the overall appearance of a home.

"May is skin cancer awareness month. People everywhere need to be knowledgeable about protecting themselves from the sun, and guarding against pre-mature aging and skin cancer. Consider non-traditional approaches to blocking UV light, including the proactive measure of installing unobtrusive Panorama(R) window film," said Christophe Fremont, President, Bekaert Specialised Films. "Once installed on a home or office, Panorama(R) window film provides a year-round layer of protection from UV light entering one's home and doesn't require maintenance or special cleaning techniques."

Panorama(R) window film carries The Skin Cancer Foundation's Seal of Recommendation.

Profile

Bekaert aims to consolidate its position as both market and technological leader around the world. With its broad range of high technological products, systems and services, Bekaert offers high added value for its customers. Bekaert (Brussels: BEKB) is an European based company, headquartered in Belgium, employing 18,500 people. Bekaert, present in 120 countries, generates annual sales of more than euro 3 billion.