

Window Film Finally Gets its Day Courtesy of The White House

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Newly Approved Stimulus Bill Paves the Way for Window Film's Role in Energy Sector

SAN DIEGO--(Business Wire)--

The news of President Obama's approved American Recovery and Reinvestment Act is not only exciting for window film consumers looking to increase the energy efficiency of their homes, but for the entire window film industry as well.

With energy and the environment receiving the largest allocation of funds, nearly \$100 billion, window film is a relevant, instant solution with proven and immediate energy savings. The Act distributes funds to multiple government departments including the Department of Energy, Department of Defense, General Services Administration, Department of the Interior and the Department of Housing and Urban Development to invest in energy efficiency while improving and modernizing real estate property.

Bekaert Specialty Films window film products, Solar Gard® and Panorama®, have consistently been installed as successful retrofit solutions for saving energy in commercial and residential buildings. In addition to rejecting up to 80% of total solar energy, Solar Gard and Panorama window films offer additional benefits such as UV and safety for protection against natural disasters and terrorism. Prominent commercial and public buildings in the United States benefiting from Bekaert Specialty Films products include:

- * United States Department of Energy, Washington, D.C.
- * Federal Deposit Insurance Corporation, Washington, D.C.
- * J. Edgar Hoover Building, Washington, D.C.
- * Ronald Reagan Building, Washington, D.C.
- * National Geographic Society Campus, Washington, D.C.
- * United States Department of Labor, Washington, D.C.
- * Salt Lake City International Airport, Salt Lake City, Utah

"As a window film manufacturer with over thirty years experience, we have continuously pushed the industry forward by holding ourselves to a higher standard and surpassing environmental and manufacturing benchmarks," explains Christophe Fremont, President, Bekaert Specialty Films. "We have proven ourselves to be a consistent leader in environmental stewardship through the certification of our carbon footprint, partnership with the Clinton Climate Initiative, status as a CCAR Climate Action Leader, training for our employees and dealer network, and through responsibly manufacturing proven energy-saving products. BSF's dedication to these principles will ensure that our films and our network will meet the demands of government agencies, corporations and individuals who are committed to reducing energy consumption."

Window film offers proven energy-related benefits, including:

- * Cost-effectively improving energy-efficiency, helping to realize up to 30% in energy savings
- * Decreasing carbon emissions by reducing the load on fuel-driven HVAC systems
- * Improving businesses and homeowners' ability to harness sunlight (daylighting), thus reducing the need for electricity
- * Dramatically improving ROI on other energy-saving technologies, including lighting and refrigeration

Under the Act, the cost for professionally-installed residential window film, considered an insulation material, receives a significant 30% tax credit with an elevated cap of \$1,500, increased from tax credits approved in previous legislation. The tax credit is effective for all property placed in service after December 31, 2008 and prior to December 31, 2010 that meets the manufacturer's certification. Interested parties should visit www.solargard.com and www.panoramafilm.com for details on qualifying window films.