



F I L M P R O D U C T S

Contact: 800-528-4481
gila@cpfilms.com

Refresh a Home's Look with GILA[®] Window Film
- Tips from Television Personality & Designer Laura Day -

St. Louis (December 10, 2007) – Decorating a home doesn't have to mean a life-long commitment to the same look. Even novice designers can make small changes that make a big difference. With changes to window treatments and accessories, your home can express your personal style.

"Refreshing the look of a room is as important as refreshing your wardrobe," says Laura Day of the popular television show Trading Spaces on TLC and New York-based Laura Day Design. "The look of a home should change with your life - by the season, by the mood and by necessity".

Day recommends that decorators on a budget keep design simple to maximize their investments and be creative – think beyond fabrics and paint. Windows and glass surfaces are an unexpected place to create a custom look.

"Window treatments, especially window film, can have a powerful impact on a room," says Day. "GILA[®] Window Film offers simplicity and streamlined design that make for a sophisticated interior. GILA allows home decorators to personalize the look of a room on a budget."

Another tip from Day is to tap into creative juices to transform the look of everyday items around the house. Picture frames don't have to stay on the wall; they can be converted into attractive centerpieces or placemats in a pinch.

"By adding window film to the glass of picture frames, a room can take on an entirely new look and feel. With a roll of window film, a plain glass table can be transformed into something unique in just minutes," adds Laura. "With the great price point and availability of GILA Window Film, decorators can change the look of their home to fit their evolving lifestyle."

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Ideal for the home decorator who wants to express themselves, GILA Window Film is an easy and inexpensive product to use around the home. GILA Window Film applies easily for a simple, quick change for most clean glass surfaces, and is available in an assortment of sizes, patterns and textures. And when another creative idea comes along, GILA Window Film removes cleanly.

GILA Window Film is available nationwide at leading home improvement retailers for approximately \$1 a square foot. A list of creative uses for window film can be found on the GILA website at www.gilafilms.com.

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GILA® Window Film is the leading brand of performance and appearance window films and accessories for the do-it-yourself home improvement and automotive aftermarket. GILA is marketed by CPFilms®, the world's largest manufacturer of solar control films with distinction in the areas of research and technology, manufacturing, global distribution, and dedicated customer service. CPFilms is a proud Energy Star partner and a business unit of St. Louis-based Solutia® Inc.

Corporate Profile Solutia (<http://www.Solutia.com>) uses world-class skills in applied chemistry to create value-added solutions for customers, whose products improve the lives of consumers every day. Solutia is a world leader in performance films for laminated safety glass and after-market applications; chemicals for the rubber industry; specialties such as heat transfer fluids and aviation hydraulic fluid; and an integrated family of nylon products including high-performance polymers and fibers. Solutia . . . Solutions for a Better Life.

Source: Solutia Inc.

St. Louis

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Accessorize Your Accessories

Tables – Give a glass-top coffee table or end table a quick makeover by applying GILA Window Film to the underside of the glass. Use bold colored patterns like Mosaic or Matrix to add interest to a room and even hide that stack of magazines under the table. For a more subtle change, simulate a textured glass table top with designs such as Cascade or Crackled Glass.

Centerpiece – Turn a glass tray or picture frame into a coffee table or dining room centerpiece by applying a strip of Etched Palm or Rice Paper.

Placemats – Apply a colorful design like Matrix to the underside of a sheet of glass or plexiglass to create interesting placemats.

Vase – Quickly change the look of a cylindrical glass vase with window film to fit any occasion. The textured patterns adhere with static cling technology that is easy to apply and remove for a unique look.

Privacy, Please!

Sidelight Windows – Those narrow windows next to your front window are lovely, but your neighbor peaking in is not. Cut your GILA Window Film to fit that window and voila, you have one stunning doorway and no more nosey neighbors!

Cabinets – Glass-front cabinet doors can often overexpose the cupboard contents behind them. Give your dishes and stored items a bit of privacy with Frosted or Rice Paper and no one will notice a cup or saucer out of place.

Showers – Cheer up the outside of your glass shower doors and get added privacy. Get full coverage and a punch of color with Mosaic, or add a modern textured effect with Glacier.

For best results for any of these creative ideas, always follow the basic installation instructions. Be sure glass is clean before applying the film to smooth, straight glass. For easy GILA Window Film application instructions, visit the GILA website at www.gilafilms.com.

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