



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

Contact: 800-528-4481

gila@cpfilms.com

Do-It-Yourself Homeowners Utilize Technology Advancements To Keep Homes Cool and Bills Down with Window Film

Martinsville, VA (May 8, 2006) – Advancements in technology have spurred improvements in every aspect of the home from the front door to the backyard, and now, even for windows. Homeowners are discovering that today's window film is an economic alternative to replacing less efficient windows to create a comfortable home and reduce utility bills. Industry leader GILA Window Film has combined the most recent in technology to create a do-it-yourself Heat Control window film perfect for today's cost conscious homeowner.

In order to create an effective window film, experts treat and laminate polyester, forming multiple layers that create a product that not only increases a window's energy efficiency but also blocks against ultra violet light and even can add varying levels of tint. A scratch resistant coating and installation mounting adhesive are also added to create the finished product.

Recent advancements in do-it-yourself window film adhesives and application tools have helped make the project feasible for homeowners. Some adhesives such as GILA's EZMount is specially designed for do-it-yourself installation which allows for repositioning of the film as well as clean removal with no lingering adhesive residue. GILA also offers a complete assortment of tools to make the job easier, including a patented Edging Tool which helps with the final trimming of the film once it's on the glass.

Experts and homeowners agree that window film works. GILA technical experts recently conducted a scientific study utilizing the Lawrence Berkeley National Labs RESFEN 3.1 model and found that U.S. homeowners can save an average of \$99 on their cooling costs by applying GILA Heat Control Platinum Window Film. More information on the study can be found at www.gilafilms.com/energy.

Additionally, GILA Window film can reflect up to 70% of the heat from the sun, reduce glare, and block up to 99% of UV rays and can be found in leading home improvement retailers nationwide. The films are available in a variety of sizes, and are pre-treated and safe to use with many types of standard, clear residential windows. The film costs about \$.80 a square foot and can usually be applied to a window within 30 minutes and can last up to 10 years.

GILA® is the leading manufacturer and supplier of performance and appearance window films and accessories to the DIY home improvement and automotive aftermarket. GILA is a division of CPFilms Inc., 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 headquartered in Martinsville, VA and is a division of St. Louis-based Solutia, Inc. For additional information on GILA films, visit www.gilafilms.com.

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