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## Press release

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### **NANOTECHNOLOGY-BASED WINDOW FILM FOR CARS BLOCKS 99% OF DANGEROUS ULTRAVIOLET RAYS**

*New Solar Gard Window Film Also Rejects 40% of Heat, Perfect for Motorists Facing a Hot British Summer*

This year British motorists holidaying home and abroad are facing one of the hottest summers on record. Thousands of families, some with pets, will endure many hot and unpleasant hours driving to and from popular holiday destinations, often stuck in heavy traffic.

Most British adults are aware of the danger of excessive ultraviolet (UV) rays from the sun. Passengers most at risk from these conditions on long journeys include children, the elderly and pets. However, less than five per cent of British vehicles have installed any form of window film to protect passengers from harmful UV rays and solar heat, which regular automotive glass does not block.

To help address this problem, Midlands-based [Solar Gard](#) has launched a new automotive window film for the UK market, ahead of the impending summer heat wave. Solar Gard Ultra Performance window film is made using nano-particle coating, in which millions of microscopic particles work together to intercept infrared radiation from the sun. As a result, 99 per cent of all damaging UVA and UVB light is blocked and up to half of all solar energy is rejected, keeping the car at a cooler, more consistent temperature. Not only does this improve comfort, but it can also reduce the need for air conditioning and simultaneously improve fuel efficiency.

“It’s like applying a permanent, but invisible, sun block to your car window”, said Peter Reece ([localized with Magnus/Larry], managing director of Solar Gard UK. “Most UK

motorists don't think to apply sun cream to their kids when in the car, but the threat of UV damage is persistent throughout the journey. Solar Gard window film is one of the best ways to give your family a head-start on sun protection this summer, while also keeping cool."

Solar Gard's nanotechnology based film does not interfere with electronic signals from satellite navigation, tire pressure monitoring systems, mobile phones and radio. It also comes in six varying tint shades that meet local laws as well as consumer preferences.

Anticipating a heat wave this summer, the UK government recently updated its guidelines for the public to protect themselves against excessive heat. More details at: [Heatwave plan for England 2009](#).

### **About Solar Gard®**

Solar Gard window film is manufactured by Bekaert Specialty Films LLC., [www.bekaertfilms.com](http://www.bekaertfilms.com), a global leader in the development, manufacture and distribution of specialty films for use as solar control and safety window films, and for industrial applications. The company delivers solutions for safety, security, glare, energy savings and CO2 emission reduction through a network of independent certified dealers and distributors in more than 60 countries under the Solar Gard®, Panorama®, Quantum® and Solar Gard® Armorcoat® brands. Bekaert Specialty Films also manufactures industrial films for the electronics, medical, graphic arts and imaging, automotive and aerospace industries. The company is the first in the industry to certify its carbon footprint, is a Climate Action Leader and is committed to environmental responsibility. Headquartered in San Diego, CA, Bekaert Specialty Films LLC is a subsidiary of the Bekaert group (Euronext Brussels: BEKB) a global company headquartered in Belgium with annual combined sales of €4 billion more than \$5 billion.

More information on professionally-installed Solar Gard window film is available at [www.solargard.com](http://www.solargard.com). For media inquiries, samples or photography, contact [solargard@touchdownpr.com](mailto:solargard@touchdownpr.com).