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Saint-Gobain Performance Plastics
Unit 13, Ball Mill Top Business Park
Grimley, Worcestershire WR2 6LS
United Kingdom
Tel: +44 (0) 1905 640 400
E-mail: solargardukinfo@saint-gobain.com
www.solargard.co.uk


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Solar Gard® Window Film Calls for Increased Transparency as it Publishes Largest...

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...Environmental Product Declaration. Today Solar Gard is making available the results of its environmental product declaration (EPD) in the UK, which scientifically substantiates that Solar Gard architectural solar control window films have a net positive environmental impact across the globe. An EPD is a complete assessment of the environmental impact of a product. Performed under ISO 14040 and 14025 standards for Life Cycle Analysis (LCA) and reporting, it is globally accepted as the most comprehensive way to validate a product's environmental performance.

By disclosing the complete cradle-to-grave environmental impact of more than 30 architectural solar control window films, Solar Gard affirms its commitment to transparency, providing consumers and the building sector with the information they need to make environmentally responsible decisions.

"Solar Gard's is the largest EPD ever completed,"[i] confirmed Julien LaFond, principal of Altanova, the organisation that reviewed Solar Gard's EPD data. "Their Use Phase (within the Life Cycle Analysis) the broadest number of geographies and building types, and they studied more products than any other manufacturer to date." Solar Gard's EPD is now recorded with two leading EPD registrars, The Green Standard, focused on products made in the US, and The International EPD® System in Europe.

Solar Gard's architectural solar control window films help buildings consume up to 30 percent less energy for cooling by stabilising interior temperatures and transforming standard glass into high performance windows. In doing so, Solar Gard helps reduce a building's carbon footprint. "We are a pioneer in the architectural retrofit market and are the first to solidly demonstrate environmental responsibility by substantiating the claims of our energy-saving products. We believe all manufacturers making environmental claims should commit to transparency and this study proves scientifically that Solar Gard window films are a viable and legitimate energy-saving and environmentally-responsible solution for improving the building envelope," said Christophe Fremont, president of Solar Gard. "It is shocking that so many companies claim environmental and energy-saving attributes when they do not have the science to support what they say. Claiming there are no international standards by which to measure the environmental impact of a product is simply an excuse to continue greenwashing."

Consumer benefits of the EPD

EPDs have emerged as the most widely recognised system for measuring the full environmental impact of a product. They help consumers overcome confusion about green labelling and hold manufacturers accountable for the claims they make. Solar Gard's EPD proves that the environmental impact of making its solar control window film – including raw material extraction, manufacturing, distribution to 90 countries worldwide and disposal – is offset by the positive impact of installing energy saving window film.

Business benefits of the EPD

Commercial buildings account for a large part of the CO2 emissions in the atmosphere, and this is expected to increase dramatically during the coming years. The solar heat gain associated with windows makes them an ideal target for retrofit improvements. However, without proper disclosure from manufacturers, building managers may install windows or solar treatments that claim to save energy but are actually detrimental when the total environmental impact is measured. Purchasing managers, procurement officers and energy experts increasingly rely on EPDs of products used in buildings to determine a full building Life Cycle Analysis.

"Corporate, educational and government purchasers are giving preference to products whose manufacturers provide them with science-based, validated environmental performance reports," said Deborah Dunning, president, The Green Standard. "Leading procurement directors use LCA-based environmental product declarations to meet expectations of their diverse stakeholders."

Download Solar Gard's complete EPD and related materials from the Solar Gard website.

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