



Notice

Since the production of this document, Solar Gard has been purchased by Saint-Gobain Performance Plastics Corporation. Solar Gard is now a subsidiary of Saint-Gobain. All references within this document to Bekaert, Bekaert Specialty Films or Bekaert Specialty Films LLC, including but not limited to legal notes, copy and or copyrights are null and void. All rights and responsibilities expressed or written within this document have been transferred from Bekaert Specialty Films, LLC to Saint-Gobain.

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



A better environment inside and out.™

Press release

5 August 2010

Media contact

Michelle Anker

44 (0) 1252 717040

solargard@touchdownpr.com

Solar Gard Warns UK Holiday-Makers of Dangerous UV Damage whilst Travelling in their Cars this Summer

Solar Gard Window Film Rejects 99% of UV Rays and Protects Motorists Facing a Hot British Summer

This summer over eight million UK motorists will either hire a car or take their own car on holiday, and most will be totally unaware of the dangers they face from the sun whilst in their vehicle. As we face one of the hottest summers on record, thousands of families, many with children, will endure long car journeys to and from popular holiday destinations, whilst being oblivious to the risks posed by excessive ultraviolet (UV) rays.

Although glass blocks UVB rays, regular automotive glass does not effectively block UVA rays, making the risks of UV damage and skin cancer almost as great as when sitting in direct sunlight. Despite this, less than five per cent of British vehicles have installed any form of window film to protect passengers from harmful UVA rays and car hire companies have no policy for supplying UV protection on their vehicles. This is partly due to the lack of legislation regarding the amount of UV rays that a car window should block.

To help address this problem, [Solar Gard](#) is encouraging motorists and car hire firms to consider automotive window film.

Installing a nanotechnology-based film such as Solar Gard Ultra Performance window film, can help 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 protect

passengers from UV rays and 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, 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 Gardwindow 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’snanotechnology based film does not interfere with electronic signals from satellite navigation,tyre pressure monitoring systems, mobile phones or radios. It also comes in five varying tint shades that meet local laws as well as consumer preferences.

To contact your local Solar Gard dealer, please call01905 640400, or visit www.solargard.co.uk.

About Bekaert Specialty Films

Bekaert Specialty Films LLC, www.bekaertfilms.com, develops, manufactures and distributes window films that provide solar control,safety, security, glare reduction, energy saving and CO₂ emission reduction solutions. The company’s films are sold in 60 countries under the Solar Gard®, Panorama®, Quantum® and Solar Gard®Armorcoat® brands. Bekaert Specialty Films also manufactures films for the photovoltaic,electronics, medical, graphic arts and imaging, automotive and aerospace industries. Bekaert Specialty Films is strongly committed to environmental responsibility and has been recognized by the Clinton Climate Initiative and other energy experts. Headquartered in San Diego, California, Bekaert Specialty Films is a subsidiary of Bekaert (Euronext Brussels: BEKB), a global company headquartered in Belgium with annual combined sales of €3.3 billion, more than \$4 billion.

More information on professionally-installed Solar Gardwindow film is available at www.solargard.co.uk. For media inquiries, samples or photography, contact solargard@touchdownpr.com.