



## The Beauty of V-KOOL is Clear to See!

Beautiful windows are an important part of your home's appeal. But the summer sun raging through them can cause heat to build, driving up air conditioning costs.



The villain is infrared heat. In combination with potent ultraviolet radiation, it is also responsible for fading expensive furnishings. Until recently, there was very little you could do to protect yourself. Curtains and drapes can block these rays, but then you lose the sunlight. Covering windows with dark tints or reflective glass forces you to compromise the integrity of your home's architectural design.

Independent tests show that when V-KOOL is applied to the windows of your home, it forms a unique, virtually transparent protective barrier. This revolutionary window coating:



- Blocks 90% of the infrared heat that drives up air conditioning costs
- Eliminates 99% of the UV rays that can ruin expensive rugs, upholstery and other furnishings while damaging skin and eyes
- Allows over 70% of visible light through to preserve the visual integrity of your home
- Allows home owners to fully enjoy the view without obscuring their ability to see out at night, as is the case with reflectives and tints

## An Applied Film That Keeps Heat Out & Lets Sunshine In!

Most reflective and dark window films reduce some heat, but act like a mirror and also block out desirable light.... making the room darker, and distorting the view. From the outside, windows can take on a shiny appearance, and from the inside, these films may cause mirrorlike internal reflections.

Unlike all other window films, V-KOOL is not tinted, but is a CLEAR, almost colorless metallized window treatment. V-KOOL allows in 70% of all visible sunlight, reduces as much as 55% of all solar heat, and blocks out 99% of damaging ultraviolet (UV) rays.

## How V-KOOL Works



V-KOOL is a spectrally selective CLEAR applied film. Through a process known as "sputtering", tiny particles of exotic metals are embedded in optically clear, durable polyester film. The "sputtered film" is

layered in a unique and patented construction design developed by Southwall Technologies. When V-KOOL is applied to the inside of glass windows, it allows normal visible light to enter, but selectively filters out invisible solar heat, and ultraviolet rays.

## Protect Your Valuable Home Furnishings from Ultraviolet Radiation

Although UV radiation makes up only 3% of the Sun's rays, it is the chief cause of fading and deterioration of valuable and expensive carpets, draperies, and other home furnishings. UV rays are also responsible for causing melanoma, a potentially deadly form of skin cancer. As the graph indicates, clear glass blocks only 33% of the Sun's UV rays. When V-KOOL is applied to the glass, it will block out 99% of these harmful rays.

### NOTE:

Fading is affected by six factors: UV rays, normal visible light, heat, humidity, chemical vapors, and dye fastness. (No applied film product will totally eliminate fading.)

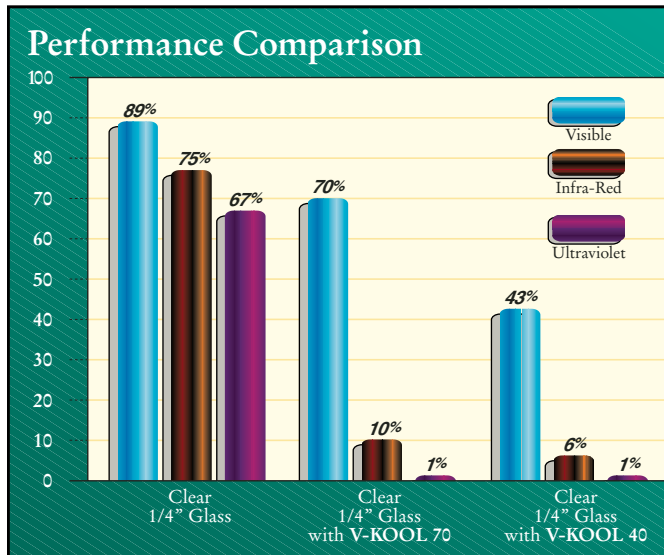
## V-KOOL clearly keeps it VIVID!

This amazing high-tech product protects colors by blocking 99% of harmful ultraviolet rays that can cause materials to fade while damaging skin and eyes. And V-KOOL is virtually clear.



## The Clear Solution!

Until recently, there were just two ways to protect interiors from solar heat gain. You could either block the heat with a reflective window coating, or you could try a less effective tint. Now, there is a better alternative—V-KOOL.



## V-KOOL 70

## A Complete Product Line for Homes and Businesses

V-KOOL comes in four variations:

- V-KOOL 40 - blocks 65% of the sun's heat
- V-KOOL 70 - blocks 55% of the sun's heat
- V-KOOL 75 - blocks 44% of the sun's heat
- V-KOOL Secure - blocks 55% of the sun's heat while offering important protection from flying debris, high winds, other natural disasters and break-ins

To ensure a quality fit, V-KOOL is applied by highly trained professional installers, and all work is fully guaranteed. Every V-KOOL installation comes complete with a full warranty that guarantees V-KOOL will perform to stated specifications without fading, discoloration, cracking, peeling, adhesive failure, delaminating, or demetalizing (commercial = 10 year limited warranty; residential = limited lifetime warranty).