

Corporate copy goes to bat for conservation

By John Miller

The U.S. wastes about a quarter of the energy used each year to heat and cool homes and buildings because windows fail to adequately keep heat inside in the winter and outside in the summer.

Energy-conserving glass and window film — if widely used — could significantly save energy, impede global warming and cut the need for foreign oil.

The good news is that breakthroughs in the performance of glass receive well-deserved attention in the press and by those interested in sustainable practices in new construction and renovation.

The bad news for the window film industry is that communicating the role of heat-blocking window film in reducing air conditioning operating expense is more problematic.

Too much solar heat through west and south facing glass can be a problem even in northern cities but rather than being seen as a solution, heat-blocking architectural window film is often perceived to peel and blister like poor quality window film for cars. Worse, some mistakenly believe applied film will cause glass failure.

Homeowners and facility managers whose properties would benefit from spectrally selective window film that is clear, transparent and able to reflect solar heat while simultaneously transmitting desirable light, often must deal with window film sales organizations that are not equipped to properly educate customers regarding the right film for their needs.

Film manufacturers, traditionally relying on paid advertising not PR, historically have failed to communicate the virtues of conventional window film let alone the benefits of spectrally selective versions to a public which knows much less about window film than it does about windows.

Unfortunately, the industry's major trade organization would rather sell installation manuals to would-be film installers than educate the market regarding window film's credibility, dependability and reliability.

In such an environment, my client, V-Kool, Inc., a Houston-based North American distributor of spectrally selective film, has been committed to a proactive PR campaign since 2000.

The objective — to demonstrate V-Kool's leadership in providing a cost effective window film solution to solar overheating in both commercial and residential markets.

Initial press coverage focused on the technology behind V-Kool film's ability to transmit 70% of visible light while blocking 55% of solar energy.

Given the difficulty in obtaining installation information from dealers, the ability to submit case studies to relevant publications has been limited to high profile V-Kool installations such as the headquarters of the American Institute of Architects in Washington, DC, the Raffles Hotel in Singapore and 20 buildings at Stanford University.

Consequently, V-Kool's PR campaign has focused on submitting company-authored articles to relevant publications comparing the energy conserving benefits of spectrally selective vs. conventional films; what to look for when evaluating a heat-blocking window film; and how window film can eliminate the need to upgrade air conditioning systems.

Additional V-Kool white papers examined the role of window film-enhanced daylighting in improving student performance, patient recovery and retail sales.

Articles addressed the use of film in glass elevators and air traffic control towers where total visibility is essential.

Current PR efforts have explained how

TEST YOUR FILM IAQ
Window film isn't just for heat control anymore. Now the right window film can enhance your indoor air quality (IAQ).

Energy Conservation
The Role of Window Film in Historic Properties & Traditional Architecture

How the Right Film Can Enhance Indoor Air Quality

How Spectrally-Selective Window Film Can Solve Overheating Problems & Enhance Security in Air Traffic Control Facilities

Window Film: Not Just For Heat Control

How the Right Heat-Blocking Window Film Can Decrease Air Conditioning & Other Costs

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