

# Window Film is a Low-cost Green Solution

*Millard Enterprises helps customers go green while assisting with energy-rebate process*



"The window film industry is a sleeping giant when it comes to the future direction of green building design and redesign," says Frank Merola, owner of Millard Enterprises, LLC. "Film is a highly efficient solution from both a long-term energy conservation perspective and a short-term project cost benefit standpoint."

Millard Enterprises has been in business since 1980, providing commercial and residential clients a full range of 3M window film products for solar control and energy savings, safety and security, and decorative applications. Millard uses 3M film products because, according to Merola, 3M products provide the highest level of technological advancement in the window film industry. In addition to providing the best product, Millard focuses on providing the best process. For example, Millard works with clients through the "energy-rebate process" to ensure they receive the maximum benefits on their projects.

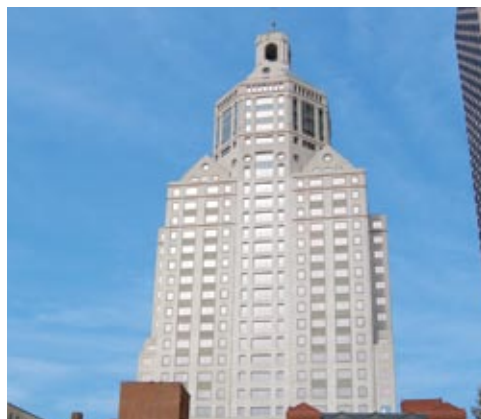
As the building industry is moving toward sustainable design and construction, Millard is working closely with its 3M regional representative and the president of the International Window Film Association (IWFA) on aggressive education and public relations campaigns to educate various entities about the green facets of 3M window film, such as energy savings and health-related properties. "Window film needs to be mentioned in the same breath as other better known energy-conservation solutions and smart building design strategies," says Merola. This is especially true for retrofitting existing buildings that, due to their original designs, might not be considered green candidates. "Window film can help convert old buildings to 'smart buildings' at a relatively low cost." Additionally, Millard is an expert in helping clients understand and apply for state and federal energy-saving incentives and tax credits. The company utilizes leading-edge techniques and processes such as an "energy demand

analyzer" to help customers understand the energy costs associated with various window film products and applications.

## Why customers prefer Millard Enterprises

A recent demonstration of Millard's expertise is the energy-saving window film application it provided for The Hartford Insurance Group's corporate headquarters building in Hartford, Conn. Millard applied 3M P-18 high-performance silver reflective window film to more than 30,000 square feet of window space. The energy-saving qualities of the P-18 film qualified The Hartford for a 50 percent energy incentive from the Connecticut Light & Power Company. Furthermore, Millard adeptly handled the project without disrupting The Hartford's workforce, installing the film at night and on weekends for more than 21 consecutive days. "Millard went beyond the call of duty to satisfy our needs on this project," says Ed Michalak, property manager for The Hartford Insurance Group.

Some of Millard's other recognizable commercial projects and clients include the GE Capital Building in Stamford, Conn.; Suisse Bank in Stamford, Conn.; Worthington Properties in Rocky Hill, Conn.; and the ESPN Headquarters in Bristol, Conn. Residential clients include Christopher Walken, Dr. Henry Kissinger, Phil Donahue and Martha Stewart.



## Why Millard Enterprises prefers 3M

For more than 30 years, 3M has been creating the finest film products available. With benefits such as reduced heat and air-conditioning expenses, reduced fabric and furniture fading, reduced glare, and increased personal safety and privacy, it's no wonder 3M is the world leader in film technology.

3M's window film products are 100 percent satisfaction guaranteed. No yellowing, peeling, bubbling or cracking with a clean, clear view – always. The films are scratch resistant and can be cleaned

with common household cleaning solutions. In addition, 3M offers the most comprehensive warranty coverage in the industry – a lifetime warranty with no fine print. Some example of 3M's more popular film products include:

- **3M Scotchtint™** Window Films are used to control heat gain or loss in addition to improving the safety, security, energy efficiency and appearance of a building, all at a fraction of the cost of installing special glass. Scotchtint™ films also reduce glare, thereby improving indoor visibility, and they block out 98 to 99 percent of ultraviolet (UV) light, providing protection from the sun's harmful rays and significantly reducing fabric and furniture fading.
- **3M Scotchshield™** Ultra Safety & Security Window Films are tough, transparent, blast-resistant films that consist of multiple, microthin polyester layers that work to hold shattered glazing together.
- **3M Scotchcal™** Dusted Crystal and Frosted Crystal films simulate acid-etched and sand-blasted glass surfaces when privacy or enhanced image is needed.
- **3M Fasara™** interior design films are decorative films used to create a beautiful etched appearance without the associated high cost. By creating a uniform rice paper appearance, light is dispersed softly, rendering a sophisticated, tranquil atmosphere.
- **Anti-graffiti films** are 3M's newest line of window films used on commercial buildings. When applied to surfaces that vandals often target, the film provides protection by taking the brunt of the graffiti damage. This offers building owners the opportunity to minimize the \$12 billion in annual costs associated with graffiti abatement in the United States.

For more information on 3M products and how they can help you "go green," contact Millard Enterprises, LLC at 860-632-1877 or visit [www.millardwindowfilm.com](http://www.millardwindowfilm.com).

– Success Story



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