



Tint Man Tips

Tip: The benefits of a two ply Anti-Graffiti product

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When removable Anti Graffiti products were first brought to market, I saw a great opportunity for repeat business, with its peel and replace design it could only bring me monetary benefits. Well that lasted until I had to perform my first strip and replace after glass etching at a local jewelry store.

I had performed the original install around 3 years before, while it had a removable adhesive; it had been on the window for awhile so I knew it would be no walk in the park. But when I started to remove the film it started breaking into "potato chip" size pieces. The removal took so long that I lost all of the profit I thought I had built into the bid. That removal left me with such a bad taste in my mouth, I immediately stopped new installations.

Then, Johnson Window Films solved the issue and came out with a 2 ply product. Previous constructions were one ply, as the sun baked on the windows it caused the film to become brittle; hence the difficult removal process.

The 2 ply's in the new design achieved many positive results in performance, installation and when necessary removal. The layer of film closest to the hard coat protects the underlying layer, this also allowed for the introduction of an additional UV inhibitor within the laminating adhesive, offering even more protection to the glass bonding layer.

When removing this product I have now found that it comes off much easier, while the first layer is still brittle, the most important layer the one affixed to the glass comes off in almost a single piece. A much easier removal process than I had previously experienced.

I have also found it to be an easier installation as the product is now more forgiving with a softer drape and shorter dry out time. I admit when I first installed this product, I doubted that it was still the same thickness as the original version. It was explained to me that the "stiffness" of the old version was what was causing me pause. My head and hands associated stiffness with thickness just because the new version felt less stiff does not mean it was thinner. Actually the 2 ply version is a bit thicker as the addition of the laminating adhesive added yet another layer of protection.

I am once again in the Anti-Graffiti installation business; I know that I will get called back at some point to replace it. For every square foot I install, I can plan on future revenues, as someone out there will attempt to damage someone else's property. I don't have to understand why that is, but I know the damage will not be permanent. I can save the building owner the expense of glass replacement.

Yet another reason I love being in this business, we might not always get the pats on the back that we would like. But I enjoy the knowledge that the benefits of the product I install truly do help others. That is all I need, it gives me a reason to get up the morning!



Best Regards,

THE TINT MAN

