Tip: Determination of Fading Reduction Percentage

**Reference: TMT 015 Revision 001**

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One of the most difficult items I have ever run into when trying to point out the various benefits of window film installation to my customers is how to explain fading reduction. The uneducated consumer does not understand that fading is caused by more than just Ultra Violet Light, they only see that window film rejects 99% of UV Light and then jump to the conclusion that window film will stop interior fading, completely.

We the experienced professionals know that is not true, I pride myself on trying to ensure that each consumer has all the facts before making a choice on which film to have installed. I have changed my explanation in many ways over the years, but I am never truly confident that the consumer truly understands that window film will only reduce or slow fading not completely stop it.

We here at Johnson recently came up with a new explanation that is seen on all of our specification sheets, titled "Fading Reduction". We present the data as percentages' when applied to the individual causes of fading; we feel this better represents the overall fading reduction benefits that any given product will achieve.

An example of how we determined fading reduction on Daylight Natural 50% follows:

VISIBLE LIGHT	HEAT	UV LIGHT	MISC
13% — 25%	9.75% — 25%	39.6% — 40%	10%
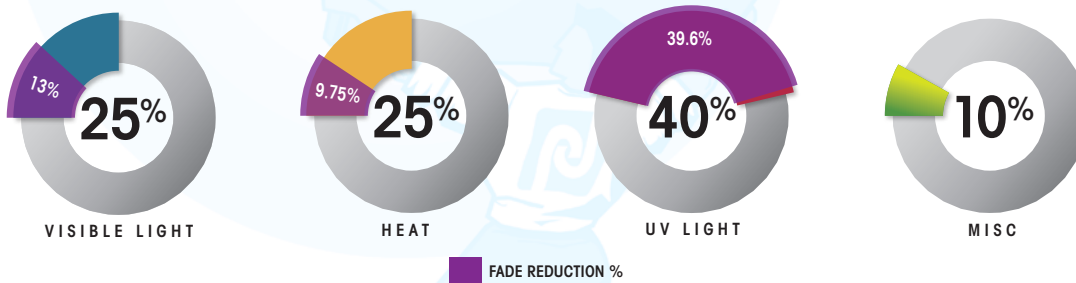
FADE REDUCTION %

This helps me out tremendously I can now inform the customer that they can expect a 62% reduction in fading after the installation of Daylight Natural 50%. I continue to point out that the 10% miscellaneous cause of fading is a complete unknown. The steadfastness of the dye, the age of the furnishings and even humidity are beyond our control.

Fading reduction remains a benefit I discuss with all of my customers; they seem to understand the percentage reduction better than just a flat statement of "window film will reduce fading". This gives me great peace of mind knowing that the consumers have no unrealistic expectations on future fading.

Yet one more problem solved the determination of a percentage that can be attributed to fading reduction, seems pretty simple now that someone else thought of it.

Best Regards,

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Johnson Window Films