



Tint Man Tips

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Tip: Why Factory Tinted Glass still needs window film
Reference: TMT 017 Revision 001

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April 8, 2019

When automotive manufacturers started making factory tinted glass as standard equipment on new cars, I realized this could have a profound effect on my business. When the consumer purchases a new vehicle that comes with factory tinted glass they don't give a second thought to having window film installed.

I had to think of a way to bring awareness to the customers coming for their front doors to be tinted that they did in fact need window film on the whole car. I started with getting them to understand the only benefit to factory tinted glass is privacy. Unlike window film, factory tint does not provide the same ultraviolet protection or heat reduction as window film. Window film offers 99% UV protection against both UVA and UVB rays.

I encourage my customers to visit the Skin Cancer Foundation's web site where they have listed benefits of window film, including minimizing the risk of skin cancer. A helpful statement on their site states "in cars, only the laminated windshield comes with both UVA and UVB protection. The side and back windows allows more than 60 percent of UVA rays

The brochure also states "babies and young children – who have little protective skin pigment – often, sit in the back, where none of the glass (even darker glass found in SUVs and mini-vans) offers adequate UVA protection". That's when my customers usually draw the connection that is where their precious cargo sits. This usually seals the deal along with the fact that the Skin Cancer Foundation recommends window film as an effective UV Protectant." You can download this brochure to use as a quick reference in your shop.

A concern I do run into after the customer agrees they need UV protection is change of appearance of the windows by being "too dark". I offer them UV clear that filters out 99% of UVA rays. It will not achieve some of the other positive benefits of window film like heat and glare reduction but at least they will get protection against skin cancer.

On a side note - I had an eye opening experience the other day when I asked my daughter in law when she wanted me to tint the windows on her new car. She answered her car has factory tint, so she didn't need it.

That really shocked me! Here I spend all this time in the shop dealing with these misconceptions, yet I had not thought to inform my own family members. People we think should know don't and it's our job to make sure they truly understand it, for their own protection.



Best Regards,

THE TINT MAN

