



WINDOW FILMS • PHOTOVOLTAICS • CUSTOM COATINGS

## Press release

April 2016

### Media contact

Ross Eathorne

(09) 441 0040

[ross@swfilms.co.nz](mailto:ross@swfilms.co.nz)

## Protect Your Skin With Solar Gard® Window Film

### Ultra Violet Light and SPF 285+ Protection

With just one application to your home, office or automobile, Solar Gard® window film will provide a minimum SPF rating of 285+ and reject up to 99% of all ultraviolet rays! Solar Gard window film provides a year-round layer of protection from UV light and does not require maintenance or special cleaning. Additionally, it provides a host of other benefits, from reducing glare to conserving energy and improving safety.

As has been reported recently, New Zealand now has the world's highest rate of the deadliest form of skin cancer and it is increasing.

Importantly, Skin cancer risk is not restricted to outside exposure to sunlight, people near or adjacent to windows can also be affected.

"Many people do not realise their skin is not fully protected when they are behind glass," said Perry Robins, MD, President, [The Skin Cancer Foundation](#). "UV-protective film is an effective way to reduce UV exposure in your home or car. Solar Gard window film has earned the Foundation's Seal of Recommendation which ensures that it is a safe and effective sun protection product."

"With the new Health and Safety Act coming into force in April 2016 employers and building owners need to consider protecting their staff from damaging sun when they are inside buildings and near glass and Solar Gard window film can provide that protection and peace of mind," said Ross Eathorne, Managing Director, Specialty Window Films, Solar Gard's New Zealand distributor.

#### Effects of direct sunlight

- Causes 90% of all premature skin aging
- Destroys vitamin A in the skin, which contributes to cell damage
- Damages collagen, the structural protein that keeps skin cells firm, causing wrinkles and sagging
- UV is increasingly being linked to skin cancer

#### Facts about windows and solar safety:

- 90% of car windows manufactured today offer minimal UV protection
- Billions of square metres of architectural glass in buildings including: offices, shopping centers, and homes provide minimal UV protection
- The American Academy of Dermatology has found a correlation between driver-side skin cancer and the amount of time spent driving; researchers found a statistically significant number of driver-side skin cancers on areas such as arms, hands, neck and head that are exposed to sunlight/UV radiation while driving



Saint-Gobain Performance Plastics



WINDOW FILMS • PHOTOVOLTAICS • CUSTOM COATINGS

- The average New Zealand driver spends the equivalent of one and a half weeks in their car commuting and driving each year – over 240 hours of exposure to the dangers of serious sun damage

#### Sun Protection Benefits of [Solar Gard Window Film](#)

- Solar Gard window film rejects up to 99% of all ultraviolet rays
- Provides the occupants of homes, offices and vehicles UV protection of **SPF 285+**
- Prevents ageing associated with sun damage
- Provides year round sun protection

#### About Solar Gard®

Solar Gard positively impacts lives with products that protect, save and renew. Headquartered in San Diego, California, Solar Gard makes industry leading architectural and automotive window films, photovoltaics and custom coatings.

A division of Saint-Gobain Performance Plastics, a subsidiary of Saint-Gobain, the world leader in the habitat and construction markets, Solar Gard's architectural solar control window films are proven carbon negative and reduce global greenhouse gas emissions. Solar Gard products are sold in more than 90 countries under the Solar Gard®, Panorama®, Quantum® and Solar Gard Armorcoat® brands.

#### About Saint-Gobain®

Located in 64 countries and with almost 195,000 employees, Saint-Gobain, world leader in habitat, designs, manufactures and distributes building materials, providing innovative solutions to meet the challenges of growth, energy-saving and environmental protection. World leader in high performance plastics, Saint-Gobain Performance Plastics is headquartered in Aurora, Ohio (USA). The company employs 4,500 employees in 16 countries. Its product offer includes films, foams, coated fabrics, bearings, seals and fluid systems. For more information, visit [www.saint-gobain.com](http://www.saint-gobain.com) and [www.plastics.saint-gobain.com](http://www.plastics.saint-gobain.com).

#### New Zealand Distributer:

Specialty Window Films  
3D/89 Ellice Road, Glenfield  
Auckland  
Ph: 0800 846 848  
[sales@swfilms.co.nz](mailto:sales@swfilms.co.nz)

