



Tint Man Tips

AUTO | HOME | OFFICE

Tip: Why Automotive Films cannot be installed on Buildings
Reference: TMT 010 Revision 001

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One of the most commonly asked questions, I have received from consumers is why can't I have the same film you installed on my car, placed on my house? They say that they noticed the difference in the vehicle and want the same product on their home. Trying to properly inform the under informed is one of our most important jobs as a tint professional.

The easiest way I have found to explain this is automotive films are designed to absorb solar heat and then allow that heat to dissipate from the glass as the vehicle drives down the street. The heat dissipates from the force of the wind. The film is not causing the heat to dissipate the act of driving the car is.

Films designed for stationary objects such as homes and buildings are meant to reflect the solar energy (heat) after first being absorbed and then being re-radiated back out of the glass. Flat glass films allow the heat in through the glass (same as automotive films) but they then send the heat back out. There is no outside force to remove the heat. As it is solely the films job to do that, this is normally accomplished through the addition of a highly reflective layer in the product.

I highlight the fact that if the heat is absorbed and not removed not only will the interior of the building see more heat, but so will the glass. This will place the glass under stress, which can lead to glass breakage. Once that is accomplished I proceed to show them how, films made specifically for stationary objects can bring the same benefit to their homes as the one they had installed on their vehicle. Highly reflective films found in Flat glass products are not found in automotive products, as reflectivity in Auto films causes driving dangers.

As a tint professional it is important that we understand the different properties and reasons for those properties in the product that we install. While we are in fact only installing someone else's product, it is imperative that we install the correct product so that the consumer reaps the benefits they desire. The consumer's only opinion of the product comes from us the installers and it is our job to put that product in the best light we can, as well as to ensure the consumer gets what they want.

Need more information on the explanation of heat transfer differences between flat glass and automotive products? Check out our Dealer Site at www.johnsonwindowfilms.com/dealer and navigate to the Solar Radiation, heat transfer topic.



Best Regards,

THE TINT MAN



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