

The FADE Factor
When
Designing
Interiors



Facts and findings for design professionals

What CAUSES Fading?

To understand the causes of fading, one needs to know a little about the makeup of sunlight.

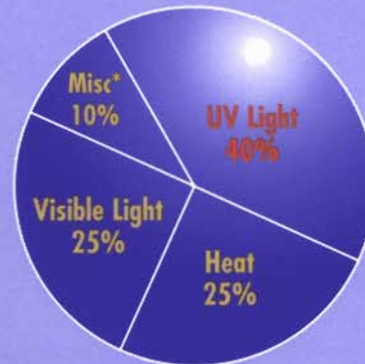
Sunlight is basically made up of three elements,

- Visible light – the part which enables us to see
- Infrared light – the part which we feel as heat
- Ultraviolet light – we cannot feel it or see it, but it is the main factor in causing fabrics, furniture and works of art to fade.

Fading is a result of these three “sunlight “ factors and, to a lesser degree... indoor artificial lighting, humidity and poor dye anchorage play a role as well.

FACTS ABOUT FADING

*What Causes fading?
“As a rule of thumb”*



*Miscellaneous = indoor artificial lighting, humidity, and poor dye anchorage.

FACTS About Fading.



- FADING IS INEVITABLE... all materials fade in time.
- FADING OCCURS... whether exposure is from intense sunlight over a short period of time or weak sunlight over a long period of time.
- SEVERE FADING CAN BE MINIMIZED... with the use of VISTA® Solar Control Window Film.

REDUCING the Inevitability of Fading.

UV Reduction:

- Average clear glass filters 25%
- Dual-pane glass filters 50%
- Low-E glass filters 60%
- VISTA® Window Film filters 99.9% of UV

- Window film is an effective means by which to help reduce fading. Remember, fading can never be eliminated, however the installation of film on windows can drastically reduce the damage, enabling most fabrics and furnishings to look fresh and vibrant for years to come. And, even more importantly, the composition of the film you choose will always make a dramatic difference in the results achieved.



What FADES?

Laboratory tests using Xenon arc simulated sunlight per test conditions from The American Association of Textile Chemists and Colorists show that **furniture, fabrics, works of art, flooring and, even decorative wall paint fades with time** (some more than others).

Here are some tips from the pros:

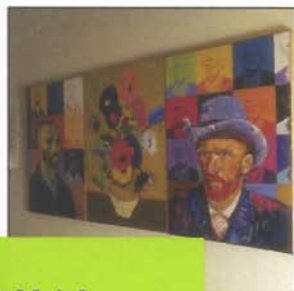
Wood: Natural wood finishes are much more stable than stains or finishes which alter the color of the original wood. And, wood may actually darken with prolonged exposure to UV rather than fade to a lighter color.

Fabrics: Results differ depending upon fiber type, dye color and stability and/or pattern printing techniques. Fabric cost has no

bearing on the degree of fade damage and expensive fabrics may be as vulnerable to fading as less expensive fabrics.

Artwork: From photographs to paintings, tapestries to wood sculptures, certain media will fade more rapidly than other works of art. A watercolor, for example, is far more vulnerable than an oil painting. A tapestry of bright bold colors may deteriorate more rapidly than a solid wall hanging. To be safe, never place art in direct sunlight.

Occupants: The sun's harmful UV rays damage more than furniture and fabrics, that is why The Skin Cancer Foundation recommends the use of VISTA® Window Film as a device for the protection of skin.



Not All Films are Created EQUAL.

- The type, amount, and location of UV absorber in the film determine its effectiveness in reducing fading. Absorbers located in the adhesive, instead of the film itself, can be far less stable and enduring than those built into the film.

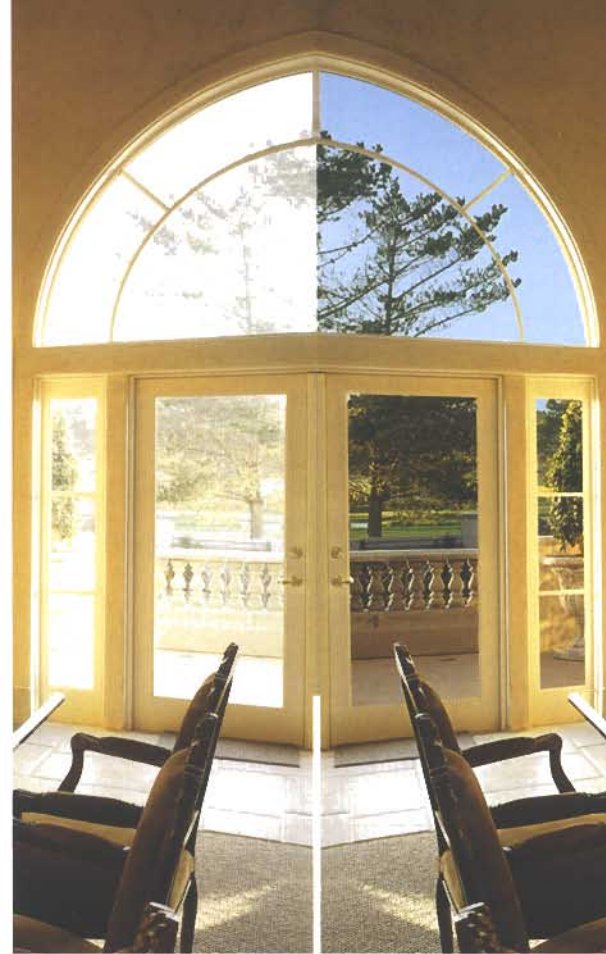
- Because of state of the art R&D and technology, VISTA® Window Film UV absorbers are built into the film to provide superior stability and endurance. Most other companies just add uv absorbers to their product through the adhesive layer. (Be sure to check before you specify.)

- VISTA® provides an unprecedented 99.9% UV protection, filtering sunlight at the glass, before it reaches interiors and begins to damage furnishings.

To enhance the life and function of film, all VISTA® solar control window film comes with a patented scratch-resistant SR coating.

VISTA® films are a result of a half-century of dedication to research, development and manufacturing excellence by CPFilms, the largest manufacturer of window films in the world.





The Difference
Is VISTA®



VISTA® 
W I N D O W F I L M



The Skin Cancer Foundation recommends VISTA® as a device for UV protection of the skin.



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VISTA® Window Film is produced in an ISO9001 Certified Facility (certificate Number FM 35957), by Americans using only American-made materials.

The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film or protective treatment.

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