

# Cool and Clear

Finally, a clear window coating  
that blocks up to 65% of total heat.

 **V-KOOL®**



# V-KOOL is Your Ultimate Sun Barrier

The sun's infrared heat streaming through windows can cause inside temperatures to climb, driving up air conditioning costs. But until recently, there were only a few, limited ways you could deal with this heat problem.

Retail establishments and commercial buildings could apply dark tints or reflective window coatings. Unfortunately, for retailers, tints and reflective coatings significantly reduce visibility from the outside. As a result, window displays and furnishings lose their impact, so potential customers don't see them at their best—or in some cases at all. On commercial buildings, tints and reflective coatings affect the appearance of the building, detracting from its architectural integrity.

Finally, there's a real solution—a product that actually solves the visibility and appearance problem while significantly reducing solar heat build up.

## **Block the Heat without Losing the Light**

No other product can match V-KOOL's performance. When applied to your windows, V-KOOL forms a virtually transparent barrier that blocks up to 65% of total heat. At the same time, V-KOOL eliminates over 90% of the sun's infrared rays while allowing up to 70% of visible light to enter. That means less need for expensive air conditioning and electric lighting, making V-KOOL a great way to help control soaring energy costs.

V-KOOL also screens out 99% of the ultraviolet light that, in combination with infrared rays, causes materials and products to fade and can damage skin and eyes. And because it is not a tint, V-KOOL does not hinder your ability to see out at night.

## *Keep Cool.*

Applied to your windows, V-KOOL blocks up to 65% of total heat and screens out over 90% of the sun's infrared rays that causes heat to build.

## *Cut Costs.*

Less of the sun's heat streaming through the windows means lower air conditioning bills, helping to protect you from soaring energy costs.

## *Stay Clear.*

V-KOOL is virtually transparent so customers can see in, getting a better look at displays and merchandise. And at night, better security is provided because employees have no trouble seeing out.

## *Keep it Vivid.*

V-KOOL eliminates 99% of the ultraviolet light that causes merchandise and furnishings to fade. And since V-KOOL is not a tint, colors in your displays look brighter.





# Cool Solutions for Any Business.

## **At Work with V-KOOL**

V-KOOL's outstanding combination of solar heat protection, energy savings and clarity make it ideal for a wide variety of business applications.

### *Office Buildings*

Because V-KOOL blocks the sun's heat without eliminating the light, it reduces air conditioning costs and reduces your dependence on electric lighting. It also protects the architectural integrity of buildings by eliminating the negative visual effect of tints and reflective coatings.

*Nighttime visibility is better because V-KOOL allows people inside to enjoy the view while providing an extra sense of security.*

*In office buildings and other structures, V-KOOL helps reduce utility bills by lowering air conditioning and electric lighting costs.*

### *Retail Establishments and Shopping Malls*

V-KOOL is virtually transparent, so it maintains the outside visibility of store displays and merchandise. It protects furnishings from fading by screening out destructive ultraviolet rays. And because V-KOOL blocks the sun's heat without eliminating the light, it reduces air conditioning costs.

### *Restaurants*

V-KOOL allows diners to see out and enjoy the view. To passersby, your restaurant looks open for business and airy, not closed and dark. V-KOOL also keeps the areas by windows cooler to allow you more useable seating areas.



### *Hotels, Hospitals and Schools*

Because V-KOOL blocks the sun's heat without eliminating the light, it reduces air conditioning costs and minimizes electric lighting requirements. It protects the architectural integrity of buildings by keeping windows clear. And it allows those inside to look out, providing a better view and additional security.

### **At Home with V-KOOL**

V-KOOL is an excellent choice for new homes as well as for retrofitting existing windows. V-KOOL provides:

#### *Important Solar Heat Protection and Energy Savings.*

V-KOOL blocks a cool 65% of the total solar heat coming in through your windows. That translates into serious savings on lighting and air conditioning.

*For retailers and convenience stores, V-KOOL maintains outside visibility so consumers can see store displays, merchandise and point-of-sale materials.*

### *Outstanding Clarity*

V-KOOL beautifully enhances visibility, letting in over 70% of the sun's natural light. And because windows don't need to be masked with drapes or curtains, tints or reflective window coatings, V-KOOL protects the architectural integrity of your home while allowing for much better views.

### *Superior Protection for Furnishings*

The sun's ultraviolet rays can cause carpets or other fine fabrics to fade and can damage skin and eyes. V-KOOL blocks 99% of those harmful ultraviolet rays, providing important protection for people and furnishings.

### *Valuable Safety Protection*

V-KOOL is also available in a strong, shatter-resistant safety film. In addition to providing sun protection, this safety film offers protection from shattered glass and helps prevent "smash and grab" break-ins.

### **A Complete Product Line for Homes and Businesses**

V-KOOL comes in four variations:

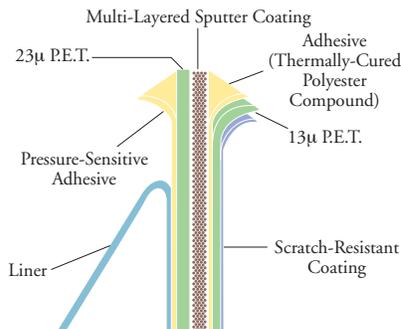
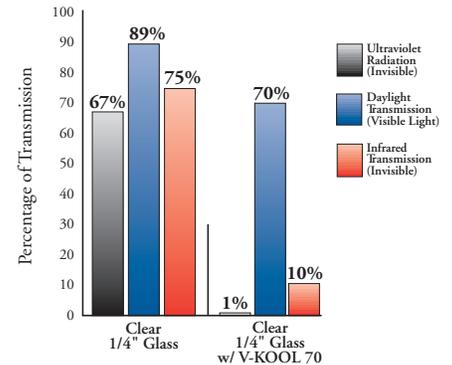
- **V-KOOL 40** blocks 65% of the sun's heat
- **V-KOOL 70** blocks 55% of the sun's heat
- **V-KOOL 75** blocks 44% of the sun's heat
- **V-KOOL Secure** blocks 55% of the sun's heat while offering important protection from flying debris, high winds, other natural disasters and break-ins

To ensure a quality fit, V-KOOL is applied by highly trained professional installers, and all work is fully guaranteed. Every V-KOOL installation comes complete with a full warranty that guarantees V-KOOL will perform to stated specifications without fading, discoloration, cracking, peeling, bubbling, adhesive failure, delaminating, or demetalizing (commercial = 10 year limited warranty; residential = limited lifetime warranty).



# The Product of a Major Technology Advance

V-KOOL was originally developed for America's space and defense programs and represents an important breakthrough in surface and particle science. It works through a patented process known as sputtering in which tiny particles of exotic metals are embedded in optically clear, durable polyester film.



in Alltel Stadium, in Jacksonville, Florida. Esprit, Calico Corners, QuikTrip, K-Mart, Albertson's, Hallmark, Sketcher's Shoes, Exxon Tiger Markets and Haircuttery also use V-KOOL.

V-KOOL is headquartered in Houston, Texas and is the exclusive worldwide distributor of V-KOOL Clear Window Coating. Products are manufactured for us in California by Southwall Technologies, an award winning U.S. technology company.

Give your business or home the ultimate clear protection from summer heat and soaring air conditioning bills. To find the V-KOOL dealer nearest you, call today: 1-800-SUN-2-HOT.

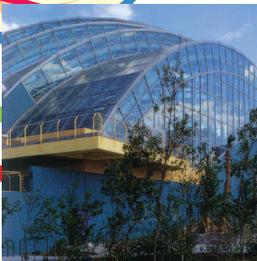
Small wonder then that *Popular Science* magazine recently selected V-KOOL technology as one of the most scientifically significant products of the past thousand years.

**An Important Part of Businesses All Across America**

V-KOOL is used by a large number of companies, businesses and organizations. It can be found on the Stanford University campus, the American Institute of Architect's building in Washington, D.C. and



The Clear Sun Barrier for Your Building



### V-KOOL 70

Visible Light Transmittance 70%

Ultraviolet (UV) Rejection 99%

Visible Light Reflectance 8%

Total Solar Energy Rejected 55%

Infrared Rejection 90%

Shading Coefficient .51

Luminous Efficacy 1.37

## See for Yourself.

No other window film on the market can match the favorable combination of visible light transmission with low reflectance and high heat rejection as offered by V-KOOL.

All performance data is based on this film being applied to the inside of double-strength 1/8-inch clear monolithic annealed glass.

U.S. Patent Nos. 4,779,745 and 5,071,206

### V-KOOL 40

Visible Light Transmittance 43%

Ultraviolet (UV) Rejection 99%

Visible Light Reflectance 10%

Total Solar Energy Rejected 65%

Infrared Rejection 94%

Shading Coefficient .41

Luminous Efficacy 1.05



V-KOOL 70



V-KOOL 40



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