



the  
difference  
is Vista™



**VISTA**®   
W I N D O W F I L M



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PRINTED IN USA

L1603R 06/12



the fade  
factor  
when  
designing  
interiors



Facts and findings for design professionals

VISTA®   
WINDOW FILM

## what causes fading?

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

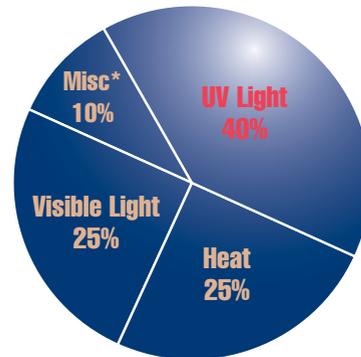
Sunlight is basically made up of three elements:

- 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 research, development, 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 coating.

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

