

New Solar Gard Automotive Window Film Hits the Market

Offering complete range of products from clear on glass to traditionally dark

Solar Gard Supreme and Solar Gard Ultra Performance, two new industry leading, sun-protective automotive window film lines, are now available in the United States. Both Solar Gard offerings give consumers exceptional solar control, ultraviolet light protection, color stability and a lifetime warranty – with finishes ranging from the traditionally darkened tint to a pioneering clear, transparent appearance.

“The new Solar Gard window films are for individuals who want to improve their driving climate, and who seek protection from the damaging effects of the sun on their skin and interior cabin space,” said Peter Lovasz, product market manager. “Consumers now have options that were not possible just a year ago. Ultra Performance is the direct result of state-of-the-art nanotechnology, making a virtually colorless film with all the solar control benefits of a dark-tinted or reflective product – glass remains colorless. In addition, the Supreme series allows consumers to add privacy to their glass in a range of light to very dark shades, with guaranteed color-stability.”

Ultra Performance

Ultra Performance is designed for consumers who seek to filter out the sun’s harmful rays without changing the appearance of their vehicle’s windows. Ultra Performance’s nanotechnology-enabled performance maintains clear glass appearance, while being the first on the market to provide a 75 percent visible light transmission (VLT) level. Other key benefits of Ultra Performance include:

- Total solar energy rejection performance up to 40 percent
- Blocks over 99 percent of Ultraviolet light, protecting automobile interiors from premature fading and passengers from premature skin aging
- Suitable for installation onto factory-tinted glass

Solar Gard Supreme

Solar Gard Supreme is an upgrade to the traditionally dark, sleek and stylish window film. This series is a complement to factory-tinted windows, and is a choice option for car owners who want the traditional look of tinted windows. Solar Gard Supreme comes in visible light transmission levels of 5, 12, 23, 37, 48, and 72 percent. Other benefits of Solar Gard Supreme include:

- Total solar energy rejection performance up to 42 percent
- Blocks over 99 percent of Ultraviolet light, protecting automobile interiors from premature fading and passengers from premature skin aging
- Series offered in light to very dark tints that will not degrade with exposure to the sun

Both Ultra Performance and Supreme offer unparalleled color stability, maintaining appearance without turning purple. Further, the films do not interfere with radio frequencies, maintaining complete use of cell phones, AM/FM radio and GPS. Both lines have scratch-resistant coatings and are easily cleaned and maintained. In addition, both series are professionally installed and carry a limited lifetime warranty.

For media or photography inquiries contact bsf@matternow.com.