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## Press release

November 17, 2010

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## Solar Gard® Window Film Calls for Increased Transparency as it Publishes Largest Environmental Product Declaration

***Proves its energy saving window film provides a net positive environmental impact worldwide***

Today Solar Gard is making available the results of its environmental product declaration (EPD), which scientifically substantiates that [Solar Gard](#) architectural solar control window films have a net positive environmental impact across the globe. An EPD is a complete assessment of the environmental impact of a product. Performed under ISO 14040 and 14025 standards for Life Cycle Analysis (LCA) and reporting, it is globally accepted as the most comprehensive way to validate a product's environmental performance. By disclosing the complete cradle-to-grave environmental impact of more than 30 architectural solar control window films, Solar Gard affirms its commitment to transparency, providing consumers and the building sector with the information they need to make environmentally responsible decisions.

"Solar Gard's is the largest EPD ever completed,"<sup>ii</sup> confirmed Julien LaFond, principal of Altanova, the organization that reviewed Solar Gard's EPD data. "Their use phase analyzed the broadest number of geographies and building types, and they studied more products than any other manufacturer to date." Solar Gard's EPD is now recorded with two leading EPD registrars, [The Green Standard](#), focused on products made in the US, and [The International EPD® System](#) in Europe.

Solar Gard's architectural solar control window films help buildings consume up to 30 percent less energy for cooling by stabilizing interior temperatures and transforming standard glass into high performance windows. In doing so, Solar Gard helps reduce a building's carbon footprint. "We are a pioneer in the architectural retrofit market and are the first to solidly demonstrate environmental responsibility by substantiating the claims of our energy-saving products. We believe all manufacturers making environmental claims should commit to transparency and this study proves scientifically that Solar Gard window films are a viable and legitimate energy-saving and environmentally-responsible solution for improving the building envelope," said Christophe Fremont, president of Solar Gard. "It is shocking that so many companies claim environmental and energy-saving attributes when they do not have the science to support what they say. Claiming there are no

international standards by which to measure the environmental impact of a product is simply an excuse to continue greenwashing.”

### **Consumer benefits of the EPD**

EPDs have emerged as the most widely recognized system for measuring the full environmental impact of a product. They help consumers overcome confusion about green labelling and hold manufacturers accountable for the claims they make. Solar Gard’s EPD proves that the environmental impact of making its solar control window film – including raw material extraction, manufacturing, distribution to 90 countries worldwide and disposal – is offset by the positive impact of installing energy saving window film.

### **Business benefits of the EPD**

Commercial buildings account for nearly 40 percent of CO<sub>2</sub> emissions in the atmosphere, and this is expected to increase dramatically during the next 25 years.<sup>ii</sup> The solar heat gain associated with windows makes them an ideal target for retrofit improvements. However, without proper disclosure from manufacturers, building managers may install windows or solar treatments that claim to save energy but are actually detrimental when the total environmental impact is measured. Purchasing managers, procurement officers and energy experts increasingly rely on EPDs of products used in buildings to determine a full building Life Cycle Analysis.

“Corporate, educational and government purchasers are giving preference to products whose manufacturers provide them with science-based, validated environmental performance reports,” said Deborah Dunning, president, The Green Standard. “Leading procurement directors use LCA-based environmental product declarations to meet expectations of their diverse stakeholders.”

Download Solar Gard’s complete EPD and related materials at <http://www.solargard.com/energy>.

### **About Solar Gard®**

Solar Gard positively impacts lives with products that protect, save and renew. Solar Gard’s architectural, automotive and industrial films are manufactured by Bekaert Specialty Films, LLC in an ISO 14001:2004 and ISO 9001:2008 certified facility in California. With environmental responsibility as a core mission, Solar Gard has certified its carbon footprint and earned the title of Climate Action Leader. Its architectural solar control window films are carbon negative, helping to reduce greenhouse gas emissions. Solar Gard products are sold in more than 90 countries and provide a living for thousands of entrepreneurs worldwide. For more information, visit: [www.solargard.com](http://www.solargard.com).

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<sup>i</sup> As of 11/16/2010, according to international EPD registrars

<sup>ii</sup> US figure only; from US Green Building Council, Buildings and Climate Change