

# TECHNICAL DATA SHEET

## Reflective Silver 15%

WF-REF-020

### Product Description

Silver Reflective films are coated with a micro-thin transparent layer of metal and have mirror like finish. They prevent visibility from outside (area of greater light intensity) during the day and vice versa during the night. These films are designed for attractive appearance and excellent solar heat rejection. Even distribution of the sun's rays effectively reduces the effect of dazzle. Besides, the film significantly reduces the amount of UVA rays which are the main reason of discolouration.

### Information

Visual Light Transmission	15
External Reflection	69
Internal Reflection	71
Solar Transmission	11
Solar Rejection	58
Total Solar Heat Absorption	31
UV Transmission	<1
UV Rejection	>99
Total Solar Energy Rejection	80
Shading Coefficient	0.23
Solar Heat Gain Coefficient	0.20
Luminous Efficacy	0.65
Emissivity	0.6
U Value	31.01
Glare Reduction	84

**Disclaimer-** All values as applied to 1/8th inch clear plate glass. Test are representative of actual production and may vary from batch to batch. The performance data reported on this page was tested using ASHRAE, ASTM, BSEN 410 & AIMCAL Standards. Unit for U Value – BTU/hr/Sqft

### Terminology

**Total Solar Energy Rejection** – measures the film’s ability to keep infrared heat, UV rays and visible light from entering the living area. The higher the number, the more comfortable you should be.

• **Visible Light Transmission** – measures how light or dark the film is. The lower the number, the darker the film. A film with a 49% light transmission provides an excellent balance of glare reduction and visibility.

• **Visible Light Reflectance** – measures the percentage of visible light that is being reflected by the window film. The higher the number, the shinier the appearance of the film.

• **UV Rejection** – measures how much of the ultraviolet A and B rays the film blocks when applied to glass. UV rays contribute to premature fading of draperies, furniture, flooring and other home decor items.

• **Shading Coefficient** – measures the net benefits of a window treatment to reduce heat gain. Utility companies often endorse films with a shading coefficient of .50 or lower.

• **Solar Heat Gain Coefficient** – The ration of the total solar heat passing through a given window product relative to the solar heat on the window surface. Lower the number, the better the film is at reducing the heat.