Solutions Guide

Automotive Window Film

AVERY DENNISON

A collection of films for style, comfort and solar protection

Automotive window films have grown in popularity as car owners seek ways to customize their vehicles for both aesthetics and interior comfort. In addition, film technology that blocks ultraviolet (UV) light has enhanced the overall value of these films by providing passengers solar protection.

Not all window films are the same. And, Avery Dennison® Automotive Window Films are based on over 35-years of film innovation and research and development your business and customers can trust. In addition, all Avery Dennison window films include optimal heat-shrink capabilities that tack fast. These are durable films that consistently deliver a secure fit and easy clean removal for effortless adjustments.

There's a window film for every lifestyle, performance and interior comfort—from the nearly invisible 99% UV blocking performance of Shield IR 75 to the non-fading cool graphite shades of our NR Pro Series films.

Discover the full collection of automotive window films to enhance your full-service offerings and provide for the exacting demands of today's car owners.

Additional information on Avery Dennison Automotive Window Films is available online at **graphics.averydennison.com/awf**.

The Avery Dennison Story

Ray Stanton ("Stan") Avery invented the world's first self-adhesive label as a way to merchandise objects. In 1935, he founded Avery Adhesives in downtown Los Angeles and, in 1990, the company merged with Dennison Manufacturing to form Avery Dennison.

We have grown from one bright idea into a global Fortune 500® corporation that continues to advance quality and innovation in materials science. The company's products, which are used in nearly every major industry, include pressure sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio-frequency identification (RFID) solutions serving retail apparel and other markets. Our acquisition of Hanita Coatings has added significant expertise in the manufacture of window film technologies for architectural and vehicle applications. We've taken Hanita's over 35 years of window films expertise to new levels, with a broad portfolio of superior products, in-house R&D, rigorous Quality Assurance, and worldwide logistical support.

Headquartered in Glendale, California, we employ more than 32,000 employees in over 50 countries and have the global breadth of resources to support operations worldwide.

Protection.

The science of nanotechnology, and its application with the development of advanced window film technology, has led to performance innovations that occur at the molecular level. These advancements have engineered films that:

- Block up to 99% of UV rays
- Offer glare reduction and non-reflective properties
- Deliver fade resistant, color stable films
- Reject heat to keep interiors cool and comfortable

When selecting an Avery Dennison automotive window film, your customers can be assured of a wide selection of light transmission levels and performance that improves passenger comfort, protects vehicle interiors and blocks harmful UV radiation and glare.

Performance.

Avery Dennison Automotive Window Films adhere fast, conform to window surfaces with optimal heat-shrink capabilities, and trim clean for a secure and exacting fit. The films range in thicknesses from 1.5 to 2 mils, and provide all the benefits of window films without detracting from the exterior window and design aesthetics of the vehicle.

All Avery Dennison Automotive Window Films are developed with an acrylic scratch resistant hardcoat that creates a scratch-free installation and easy customer maintenance.

Peace of Mind.

Avery Dennison Automotive Window Films come with a Lifetime, Limited Non-Transferable Warranty. Ultimate performance and peace of mind for a lifetime of style, protection and comfort.

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The Avery Dennison
Automotive Window Film Collection

NR Series

Avery Dennison NR Series automotive window films are specially designed for keeping car interiors safer from the harmful sun. The combination of advanced UV stable embedded dye film with additional UV absorbing pressure sensitive adhesive, provides excellent UV block protection of the vehicle interior and passengers.

Features and Benefits

- Easy to install with excellent dot matrix fitting and optimal conformability.
- Great heat rejection and up to 94% glare reduction, with minimal reflective effect.
- Blocks 99% of harmful UV.
- Designed for easy and professional installation.
- Stylish car upgrade without any signal interference (metal free).
- Lifetime, Limited Non-Transferable Warranty

Optical & Solar Properties[2]

Film		Ultra-violet Block	Visible Light		Glare Reduction	SIRR[3]	IRER[4]	Shading Coefficient	Total Solar Energy			
			Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
NR 05	R058P0G	>99%	5%	7%	94%	34%	27%	0.62	7%	39%	54%	45%
NR 20	R058P6G	>99%	20%	7%	77%	33%	26%	0.67	8%	44%	48%	42%
NR 35	R058P5G	>99%	37%	8%	58%	33%	26%	0.71	8%	51%	41%	38%
NR 50	R058P7G	>99%	48%	8%	45%	32%	25%	0.77	8%	56%	36%	33%

Warm Graphite Appearance

A warm metal-free graphite tone of NR Series automotive window films are offered in four VLT levels.

This image has been simulated and is not actual product comparison.

The Avery Dennison
Automotive Window Film Collection

NR Pro Series

Avery Dennison NR Pro Series automotive window films utilize nanotechnology with a fusion of nanoparticles, to ensure high performance, durability and long-lasting color. A cool and comfortable ride is what every driver experiences with NR Pro Series automotive window films.

Features and Benefits

- Color stable film won't fade to purple.
- Premium heat rejection and up to 94% glare reduction, with minimal reflective effect.
- Blocks 99% of harmful UV for ultimate driver comfort.
- High clarity adhesive delivers no smears or smudging during installation.
- Scratch-resistant coating keeps film looking new.
- Lifetime, Limited Non-Transferable Warranty

Optical & Solar Properties[2]

Film		Ultra-violet Block	Visible Light		Glare Reduction	SIRR[3]	IRER[4]	Shading Coefficient	Total Solar Energy			
			Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
NR Pro 05	R058P0A	>99%	6%	7%	94%	60%	43%	0.50	7%	25%	68%	57%
NR Pro 15	R058P9A	>99%	16%	7%	82%	49%	37%	0.59	6%	34%	60%	49%
NR Pro 20	R058P6A	>99%	22%	7%	76%	50%	37%	0.60	7%	37%	56%	48%
NR Pro 30	R058P8A	>99%	32%	7%	65%	45%	34%	0.66	7%	44%	49%	43%
NR Pro 35	R058P5A	>99%	37%	8%	58%	46%	34%	0.68	7%	45%	48%	41%
NR Pro 40	R058P4A	>99%	42%	8%	51%	43%	32%	0.71	8%	49%	43%	39%
NR Pro 50	R058P7A	>99%	52%	8%	39%	39%	29%	0.74	8%	55%	37%	36%

Deep Graphite Appearance[5]

The cool, non-fading graphite tone of NR Pro automotive window films are offered in seven VLT levels.

This image has been simulated and is not actual product comparison.

The Avery Dennison
Automotive Window Film Collection

HP Pro Series

Avery Dennison HP Pro Series automotive window films are high-performance hybrid films. HP Pro offers exceptional shrink capabilities and high solar protection in a sleek charcoal tone for consumers who want appearance, comfort and impressive performance.

Features and Benefits

- Broad range of light transmission levels.
- Premium heat rejection and up to 94% glare reduction.
- Blocks 99% of harmful UV.
- Outstanding adhesion to rear window dot matrix and superior overall shrink.
- Darker tints provide privacy for passengers and contents.
- Lifetime, Limited Non-Transferable Warranty

Optical & Solar Properties[2]

Film		Ultra-violet Block	Visible Light		Glare Reduction	SIRR[3]	IRER[4]	Shading Coefficient	Total Solar Energy			
			Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
HP Pro 05	R058I0A	>99%	5%	8%	94%	71%	51%	0.44	8%	16%	76%	64%
HP Pro 15	R058I9A	>99%	15%	7%	83%	54%	40%	0.55	7%	30%	63%	53%
HP Pro 25	R058I6A	>99%	25%	7%	72%	53%	39%	0.57	7%	35%	58%	50%
HP Pro 35	R058I5A	>99%	37%	8%	58%	56%	41%	0.64	8%	40%	52%	45%

Cool Charcoal Appearance[5]

The cool, non-fading charcoal tone of HP Pro automotive window films are offered in four VLT levels.

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The Avery Dennison
Automotive Window Film Collection

NR Nano Ceramic IR Series

Avery Dennison NR Nano Ceramic IR Series automotive window films deliver exceptional performance with advanced nano ceramic components for long lasting color stability and outstanding heat rejection. Its high optical clarity and deep graphite color tone upgrades vehicle aesthetics for a stunning looking and comfortable ride.

Features and Benefits

- Excellent IR rejection and up to 93% glare reduction with minimal reflective effect.
- Blocks 99% of harmful UV.
- Zero interference of electronic equipment (metal free).
- Specially designed high performance adhesive for professional installation and clean removal.
- Lifetime, Limited Non-Transferable Warranty

Optical & Solar Properties[2]

Film		Ultra-violet Block	Visible Light		Glare Reduction	SIRR[3]	IRER[4]	Shading Coefficient	Total Solar Energy			
			Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
NR Nano Ceramic IR 05	R058P0IR	>99%	6%	7%	93%	87%	62%	0.42	6%	10%	84%	64%
NR Nano Ceramic IR 15	R058P9IR	>99%	17%	7%	82%	85%	60%	0.46	6%	16%	78%	60%
NR Nano Ceramic IR 20	R058P6IR	>99%	20%	7%	78%	85%	60%	0.47	5%	17%	77%	59%
NR Nano Ceramic IR 30	R058P8IR	>99%	30%	7%	66%	83%	59%	0.51	7%	22%	71%	56%
NR Nano Ceramic IR 35	R058P5IR	>99%	35%	7%	60%	82%	58%	0.53	6%	25%	69%	54%
NR Nano Ceramic IR 40	R058P4IR	>99%	40%	7%	54%	81%	57%	0.55	7%	27%	66%	52%
NR Nano Ceramic IR 50	R058P7IR	>99%	48%	8%	45%	81%	57%	0.58	7%	31%	62%	50%

Deep Graphite Appearance[5]

The UV stable deep graphite tone of NR Nano Ceramic IR automotive window films are offered in seven VLT levels.

This image has been simulated and is not actual product comparison.

The Avery Dennison
Automotive Window Film Collection

Shield IR 75

Avery Dennison Shield IR 75 automotive window film delivers exceptional heat rejection and visible light transmission with a virtually clear film. Shield IR 75 utilizes nanotechnology to reject infrared heat and solar energy without any visual distortion or noticeable darkening.

Features and Benefits

- Advanced nanotechnology blocks 99% UV and rejects 44% of the total solar energy for driver and passenger comfort.
- Complete solar solution for car glazing.
- Zero signal interference (metal free).
- Perfect protection solution where local regulations limit the use of darker tinted films.
- Lifetime, Limited Non-Transferable Warranty

Optical & Solar Properties[2]

Film		Ultra-violet Block	Visible Light		Glare Reduction	SIRR[3]	IRER[4]	Shading Coefficient	Total Solar Energy			
			Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
Shield IR 75	R069IRM	>99%	77%	10%	13%	83%	59%	0.65	8%	44%	48%	44%

A Nearly Invisible Appearance[5]

A hint of light blue keeps the appearance of Shield IR 75 window film nearly invisible.

This image has been simulated and is not actual product comparison.

Count on Avery Dennison Window Film Solutions

Avery Dennison is a leading, trusted provider of pressure sensitive film and laminate solutions for a wide range of industries. Our window films help improve energy efficiency; and increase occupant comfort, privacy, and safety; and enhance style and aesthetics in both architectural and vehicle applications worldwide. Customers rely on our superior performance, ease of use, and technical support.

We have over 35 years of window films expertise, in-house R&D in advanced facilities, as well as rigorous Quality Assurance standards and worldwide logistical support. Count on Avery Dennison window film solutions for even your most challenging applications.

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[2] Performance results are calculated on 1/4" (6mm) clear glass using NFRC methodology and LBNL Window 5.2 software, and are subject to variations in process conditions within industry standards.

[3] SIRR - Selective InfraRed Rejection: the percentage of IR radiation that is not directly transmitted through a glazing system. Calculated as %SIRR = 100% - % Transmission (@ 780-2500nm).

[4] IRER - InfraRed Energy Rejection: the percentage of Near Infrared Energy Rejection as measured between 780-2500nm. Calculated as the TSER over 780-2500nm: %IRER = 100% - 100*SHGC (@ 780-2500nm).

[5] Colors and tinting level are an approximate match. For a true color reference, please refer to the actual film sample

All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that Purchaser has independently determined the suitability of such products for its intended and other purposes.

For more information visit
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