



HanitaTek
Window Films

Exterior Films Excellence

(part 2 in a 3 part series)



Part 1 in this series covered the reasons why exterior films continue to increase in importance in the North American market. Get Part 1 [here](#).

While it is typical for interior film to last literally for decades, this is not true for exterior films. In practice, there is a large variation in the conditions that exterior films are exposed to. Factors that influence exterior film life include film quality, intensity of direct solar exposure, quality of edge-sealing, and pollution. In some situations, exterior films will last well beyond their warranty periods. But in other situations, at the end of the warranty period a facility manager or homeowner will want to make plans to remove and replace their exterior films based on aesthetics.

For Hanita Coatings' industry-leading exterior films, the length of the warranty period is always longest for films applied to vertical windows, and the warranty period is shorter for sloped or horizontal glazing. In order to secure the longest warranty periods, the film must be sealed on all sides with an appropriate sealant or building caulk – something like GE's Max 5000. A normal, exterior grade building sealant prevents wind, water and pollutants from attacking the film and causing premature film failure.

Warranties are shorter for sloped and horizontal windows since the glass receives much more direct sun exposure than on vertical windows. This means that each square foot of the film receives more solar energy, and more intense UV exposure than a square foot of window film on a vertical window. When selling exterior film for a project, the installer should be careful to set the owner's expectations that the film will have a much more finite lifespan than with interior window films, and in fact it may last only through the warranty period. If positioned properly, the customer will be pleased with the installation, and will be ready to replace his film with the same installer at the end of the film's lifetime. Depending on the film used and the window it is applied to, exterior films should last anywhere between 3 and 7 years.

So doesn't a longer warranty from the manufacturer equate to a better film? Not really. There are many factors that influence the time period that a manufacturer will warrant the film, including size of company, acceptance of losses as a marketing tool, and simple mistakes based on lack of experience. Hanita Coatings' exterior films have been installed throughout Europe for many years, and this experience has taught us a lot – how to make the best exterior films, and how to set customers' expectations accordingly. We know we are conservative in film warranty periods – because we cannot control the conditions to which films are exposed to. This works in everyone's favor!

Part 3 in this series will address and Hanita Coatings' wide range of XtraZone exterior window films. Stay tuned!

Highlights:

- Part 1 discussed the advances in windows that create opportunities for exterior films when interior films are not approved.
- Exterior films last longest on vertical windows, and they have shorter lifetimes on sloped or horizontal glazing.
- Exterior films need to be sealed on all edges to prevent premature attack by wind, water and pollutants.
- Exterior films will last 3-7 years, depending on the exposure conditions of the application.

