

# MADICO®

The Clear Choice for Architectural Film

### About Madico

Headquartered in Tampa Bay, Florida, Madico, Inc. innovates, manufactures, and distributes a broad range of protective, functional and decorative materials-based solutions including films, coatings and laminates for various industries worldwide from automotive and architecture to healthcare and aerospace. Since 1903, Madico has pioneered industry-first products with an unrivaled commitment to quality and dedication to its customers. Madico is a fully-owned subsidiary of Lintec USA Holdings, Inc. For more information, visit [www.madico.com](http://www.madico.com).



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AIA  
Continuing  
Education  
Provider



All Madico commercial window films are recommended by the Skin Cancer Foundation

ARCAT



Visit us online for CSI Specifications

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## Commercial Architectural Films

# MADICO®

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# Madico Commercial Window Films Provide Benefits Beyond Solar Control

## Reduced Energy Costs

Madico window films reject up to 81% of the sun's solar energy, leading to reduced cooling costs. In the winter, the same film helps retain interior warmth.

## Increased Comfort and Productivity

Solar control window films contribute to a more comfortable occupant environment by eliminating hot spots within a building. More consistent interior temperatures can lead to improved comfort and productivity.

## Improved Aesthetics Inside and Out

Madico window films improve aesthetics from the outside by creating a uniform appearance on glass, giving buildings a sleek, modern look. On the inside, window film reduces glare so occupants have a better view of the outdoors. Madico films block over 99% of ultraviolet (UV) rays which cause fading of furnishings and unwanted UV exposure for occupants near windows.

## Additional Solutions

Madico also offers window film solutions for safety and security, graffiti mitigation, decorative, and specialty applications. Contact a Madico dealer to find the right solution for you.



## Solar Control Film Benefits:

- Optimize building energy efficiency
- Block more than 99% of UV rays
- Reduce cooling costs
- Control excessive heat and glare
- Increase occupant comfort
- Minimize fading of furnishings
- Improve exterior aesthetics
- Augment glass safety

## Notable Installations:

- EFG Hermes Investment Bank of Egypt
- JP Morgan International
- American Red Cross Headquarters
- United States Department of State
- United States Embassies around the world
- AAA Headquarters



Glazing Solutions for Every Application



## Manufactured by Madico

When you purchase Madico film, you can rest assured that you have selected a high quality and extensively tested product. Headquartered in the Tampa Bay region of Florida, Madico manufactures and distributes high performance window films for automotive, architectural, and safety and security applications through nine company-owned distribution centers in North America as well as an extensive international distribution network.

# Protect what is most important to you.

Ask about having Madico solar control or safety and security window film installed on your home today. Your Madico dealer is a professional qualified to help you select the right film for your home.

Residential Solar,  
Safety and Security  
Window Films

Your Local Madico Dealer:

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## Enhance the comfort and security of your home with window film

Window film from Madico can increase the comfort of your home by controlling unwanted heat gain, glare and reducing 99% of ultraviolet rays. Window film blocks up to 80% of the sun's heat, dramatically lowering cooling costs. In the winter, film helps retain interior heat, reducing heating costs.

The sun's ultraviolet rays cause colors to fade, fabrics to fray, and unwanted UV exposure for your family. This damage to your furnishings, floorings and artwork becomes worse over time, and can never be reversed. Madico window film blocks those harmful UV rays, saving you from costly damage while helping to preserve the beauty of your home.

Madico solar control window films also can provide increased privacy, especially during the day. Our Optivision® films can even make your night views better by reducing interior reflectivity.

Keep your home and family safe with Madico safety and security films. Window film holds broken glass together in the event of an accident, severe weather or forced entry.

### Benefits of Madico Window Film:



Rejects more than 99% of UV rays



Saves energy and makes you feel more comfortable



Cuts glare and unwanted heat gain



Resistant to scratches and everyday wear



Holds shattered glass together in case of breakage



Enhances privacy



Available in a wide range of shades and colors



Reduces fading of furnishings and flooring



Madico residential films are covered by a Manufacturer's Warranty in North America. Ask your dealer for details.



# OPTIVISION®

BY MADICO

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BY MADICO

*Product Guide*



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## Minimize Interior Reflectivity at Night

Optivision dual reflective architectural film offers optimal nighttime views by reducing the interior reflectivity of glass, providing a more natural view. The film also provides solar protection while reducing daytime heat and glare. Optivision Reflective offers additional energy savings by further increasing heat rejection during the daytime.

Optivision can improve safety and security by increasing visibility of the outdoors at night. Should a window ever break, Optivision helps protect people from flying glass fragments by holding the broken glass together.



**m** Glazing Solutions for Architectural Challenges



## Optivision Performance Measurements

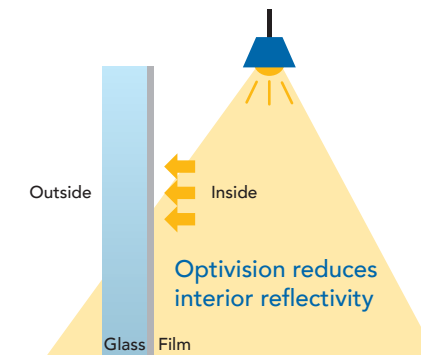
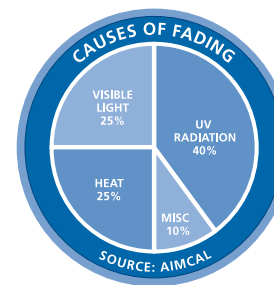
Film	Glare Reduction	Heat Rejection	Infrared Rejection*	Visible Light Reflection (Exterior)	Visible Light Reflection (Interior)
Optivision 45	49%	39%	54%	8%	7%
Optivision 35	58%	47%	66%	13%	8%
Optivision 25	70%	60%	81%	27%	14%
Optivision Reflective 15	84%	73%	91%	47%	21%
Optivision Reflective 5	91%	78%	94%	55%	15%

Full Performance Measurements can be found on [madico.com](http://madico.com) and on each Optivision Design Guide Card.

\*IR Rejection is tested in the IR range of 780 to 2500 nanometers. Performance measurement definitions can be found at [www.madico.com](http://www.madico.com)

Read in accordance with National Fenestration Rating Council (NFRC) standards on 6mm clear glass.

Reported values are typical properties and should not be used as a specification. Since only the user is aware of the specific conditions in which the product is to be used, it is the user's responsibility to determine whether the product is suitable for that intended use. If the specific conditions of use are critically dependent on any of the properties of the product, or if you need further information, contact Madico or your local Madico Authorized Dealer.



### Optivision Benefits:

- Reduces heat up to 78%
- Saves energy costs all year
- Increases privacy
- Optimizes visibility
- Rejects over 99% of UV rays
- Glass breakage protection
- Reduces fading

### Common Applications:

- Residential
- Retail storefronts
- Commercial buildings
- Boats
- Glass conference rooms and interior glass partitions



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Technically Speaking

# Building Certification



Window film improves energy efficiency in new and older buildings alike and should be a consideration when choosing building materials and enhancements. There are two major commercial building certification programs operating in the United States – Energy Star by the U.S. Department of Energy and LEED (Leadership in Energy and Environmental Design) by the USGBC (U.S. Green Building Council). Madico window film can help improve a building's score in both of these programs and can even be the deciding factor that allows a building to become certified.

## Madico Window Film Can Help a Building Achieve Energy Star Building Certification

Energy Star uses a 100 point scale to rate how efficient a building is compared to similar buildings around the country. The score is based on utility consumption, building type, size and location. A score of 75 is required for certification, meaning the building is more efficient than 75% of similar buildings. If an upgrade such as window film is installed then at least one year of utility data is required from before and after the project to reflect the full reduction in consumption.

A building's score can vary considerably and the effects of window film can be large or small. A window film that

reduces electric consumption by 10% annually can add 6 points to a building's Energy Star score in Boston and 8 points if the building were in Los Angeles. It's difficult to predict what the improvement score will be but it can be significant enough to push a building past the 75 point minimum for certification and also open up more available points in LEED certification, as outlined later.

You can find more information on Energy Star's Portfolio Manager at: [https://www.energystar.gov/index.cfm?c=evaluate\\_performance.bus\\_portfoliomanager](https://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager)

### Sample of an office building with window film installed

Building Location	Reduction in Electric Consumption from Window Film	Energy Star Points Gained
Boston, MA	5%	2
Los Angeles, CA	5%	4
Boston, MA	10%	6
Los Angeles, CA	10%	8

### Daylighting and Window film

Daylighting is the controlled use of natural lighting through windows, skylights and light wells in a building design. Allowing in natural lighting reduces energy consumption, helps create a visually stimulating environment for building occupants and has been proven to increase productivity.

Using Madico window film to control heat and glare while allowing the maximum amount of visible light can achieve these benefits in a retrofit application.



*Madico architectural window films are available in many shades and colors so the optimal amount of visible light can be achieved while reducing glare and unwanted heat.*



Visit us online for CSI Specifications



## Contact us for more information

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## LEED Building Certification

The USGBC has developed a 110-point scale with categories that vary slightly based on the type of project. The USGBC assigns four different levels of LEED certification; Certified: 40-49 points, Silver: 50-59 points, Gold: 60-79 points, and Platinum: 80+ points.

### Solar control window films can gain points in the following three categories:

#### 1. Energy and Atmosphere – Optimize Energy Efficiency Performance (1-18 points, earn same number of points as gained in building’s Energy Star score)

- Points are earned based on the increase in the Energy Star score as explained above.
- Energy Star score must be calculated for the building beforehand.
- The Energy Star score must be at least 71. For example, window film could raise a building’s Energy Star score from 63 to 70, but it would not increase the LEED score since the building must have at least a 71 to be eligible for LEED energy efficiency points. An example of a better case scenario would be if window film raised the Energy Star score from 70 to 76. The window film makes the building eligible for Energy Star certification and also adds an additional 5 points to the LEED score.

#### 2. Indoor Environmental Quality (1 point)

- This point can be earned regardless of the Energy Star score.
- Occupant Comfort - Implement occupant comfort survey and complaint systems which cover many aspects including those affected by window film; thermal comfort, glare, and lighting levels.

#### 3. Daylight and Views (2 points)

- These points can be earned regardless of the Energy Star score
- Achieve a direct line of sight to the outdoors via vision glazing for 50% of all regularly occupied floor area. View glazing in the contributing area must provide a clear image of the exterior, not obstructed by frits, fibers, patterned glazing, or added tints that distort color balance.

LEED points are gained for a given Energy Star score:

Energy Star Score	LEED Points Gained
71	1
73	2
74	3
75	4
76	5
77	6
78	7
79	8
80	9
81	10
82	11
83	12
85	13
87	14
89	15
91	16
93	17
95	18

### What’s next?

Achieving Energy Star or LEED certification is a major milestone for a building and window film offers some very significant improvements, at a relatively low cost. Madico’s Technical Services team is available to recommend which window films will help meet those criteria. For Technical Services assistance, contact us at: 727-388-2105.

### Contact us for more information

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# Architectural Film Performance Measurements



% Visible Light

% Total Solar Energy

Film	% Visible Light				% Total Solar Energy				Shading Coefficient (SC)	Solar Heat Gain Coefficient (SHGC)	U Factor	UV Rejection	Emissivity	Light to Solar Gain	Total Solar Energy Rejected (TSER)	IR Rejection*	Infrared Energy Rejection (IRER)
	Trans.	Reflected External	Reflected Internal	Glare Reduction	Trans.	Reflected External	Absorbed										
Nova 70	68%	21%	21%	24%	46%	26%	28%	0.62	0.54	0.95	≥ 99%	0.69	1.26	46%	78%	59%	
Solar Grey 55	57%	9%	10%	36%	50%	8%	42%	0.73	0.63	1.05	≥ 99%	0.89	0.90	37%	51%	38%	
Solar Grey 35	35%	17%	19%	61%	30%	14%	56%	0.55	0.47	1.03	≥ 99%	0.85	0.74	53%	71%	53%	
Solar Grey 20	19%	29%	31%	78%	17%	23%	60%	0.41	0.36	1.02	≥ 99%	0.83	0.54	64%	83%	64%	
Solar Bronze 35	35%	18%	24%	61%	24%	24%	52%	0.44	0.38	0.91	≥ 99%	0.62	0.90	62%	87%	68%	
Solar Bronze 20	23%	28%	33%	75%	14%	33%	53%	0.33	0.29	0.90	≥ 99%	0.61	0.78	71%	93%	76%	
Optivision® 45	45%	8%	7%	49%	47%	8%	45%	0.70	0.61	1.04	≥ 99%	0.87	0.74	39%	54%	38%	
Optivision® 35	37%	13%	8%	58%	38%	12%	50%	0.61	0.53	1.01	≥ 99%	0.81	0.70	47%	66%	47%	
Optivision® 25	27%	27%	14%	70%	26%	25%	50%	0.46	0.40	0.97	≥ 99%	0.74	0.67	60%	81%	61%	
Optivision® Reflective 15	14%	47%	21%	84%	13%	40%	47%	0.31	0.27	0.95	≥ 99%	0.69	0.52	73%	91%	74%	
Optivision® Reflective 5	8%	55%	15%	91%	9%	45%	46%	0.25	0.22	0.94	≥ 99%	0.69	0.36	78%	94%	77%	
Reflective Silver 40	44%	27%	27%	51%	31%	25%	44%	0.50	0.44	0.94	≥ 99%	0.68	1.00	56%	82%	63%	
Reflective Silver 30	30%	42%	42%	67%	21%	36%	43%	0.37	0.33	0.91	≥ 99%	0.62	0.91	68%	89%	72%	
Reflective Silver 20	19%	55%	56%	79%	13%	45%	42%	0.28	0.24	0.88	≥ 99%	0.58	0.78	76%	94%	78%	
Solar Grey Exterior 20	20%	31%	27%	78%	17%	30%	53%	0.39	0.34	1.02	≥ 99%	0.84	0.59	67%	84%	68%	
Solar Bronze Exterior 35	34%	24%	22%	62%	23%	37%	41%	0.41	0.35	1.02	≥ 99%	0.78	0.96	65%	88%	73%	
Solar Bronze Exterior 20	21%	34%	26%	77%	13%	51%	35%	0.28	0.24	1.02	≥ 99%	0.76	0.86	76%	94%	84%	
Reflective Silver Exterior 20	18%	65%	60%	80%	12%	66%	22%	0.22	0.19	1.02	≥ 99%	0.68	0.94	81%	95%	86%	
White Out	9%	56%	85%	90%	13%	42%	46%	0.31	0.27	1.02	≥ 99%	0.85	0.34	73%	80%	68%	
Black Out	1%	6%	5%	99%	1%	5%	94%	0.37	0.32	1.03	≥ 99%	0.86	0.02	68%	99%	68%	
Frost Matte	67%	18%	18%	25%	62%	14%	24%	0.80	0.69	1.02	≥ 99%	0.85	0.97	31%	38%	31%	
UV Gard 200	80%	8%	8%	10%	74%	8%	18%	0.92	0.80	1.03	≥ 99%	0.87	1.00	20%	26%	20%	
Amber 81	56%	7%	7%	38%	63%	7%	30%	0.83	0.72	1.03	≥ 99%	0.87	0.77	28%	25%	20%	
Blister Free 200	89%	8%	8%	0%	80%	8%	12%	0.96	0.84	1.03	39%	0.86	1.06	16%	26%	20%	

Read in accordance with National Fenestration Rating Council (NFRC) standards and calculated on single pane 6mm (1/4") clear glass.

\*IR Rejection is tested in the IR range of 780 to 2500 nanometers.

Reported values are typical properties and should not be used as a specification. Since only the user is aware of the specific conditions in which the product is to be used, it is the user's responsibility to determine whether the product is suitable for that intended use. If the specific conditions of use are critically dependent on any of the properties of the product, or if you need further information, contact Madico, Inc. or your local Madico film dealer.

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Designer  
Window Films





## Premium Window Films

Our popular, proven architectural films offer a wide range of options that meet a variety of customer needs and desires.

### Designer Grey Series

These natural hue films create a pleasant appearance. The soft grey tone provides excellent solar control properties while maintaining a comfortable environment. Designer Grey offers a crisp, clear view and a non-reflective appearance.

### Softlite Series

A proven and popular window film, Softlite offers a soft earth tone hue for just the right natural appearance, while providing visible light that is warm and inviting.

### Advanced Ceramic Series

Using nano-particle technology, Advanced Ceramic film offers a unique non-window film look. This film slightly darkens windows—reducing heat and glare without having any kind of reflective appearance.

### Solar Safety Series

This unique series of safety and security films combine the benefits of solar control and the protective properties of our renowned safety films. These 8 mil films provide enhanced peace of mind for personal safety against accidents, vandalism, and severe weather.

### Duralite Series

Designed to create a neutral appearance, Duralite provides excellent solar energy reduction while minimizing interior and exterior reflectance. Duralite's unique construction provides durable performance in all environments.

### Starlite Series

Engineered to provide excellent heat reduction while minimizing interior reflections experienced with other solar control films. Enjoy reduced glare and energy savings while enhancing the night time view with Starlite.

### Purelite Series

This distinctive product was developed to be an extremely light window film that provides balanced solar performance while appearing neutral on glass. Where soft light is the desired effect, this technologically advanced window film allows excellent solar protection while providing a soothing appearance.

Sunscape films are a line of exclusive, high quality, premium window films that satisfy the discriminating tastes of residential and commercial customers. Our unique products are designed to address a multitude of aesthetic, energy saving, and safety needs.

Our innovative approach to sales and marketing can help you gain customers and increase sales. We are committed to becoming your business partner for success.

#### All Sunscape films provide the benefits of:

- Glare reduction
- Energy savings
- Temperature control
- Multiple shades and colors
- Shatter resistance

## Sales

## Marketing

We believe a distinguishing part of the Sunscape program is ongoing, targeted support. As a Sunscape dealer, you will have access to a variety of engaging, consumer-facing marketing materials designed to complement your sales efforts.

### Cooperative Advertising Program

Madico offers Sunscape dealers a generous cooperative advertising program to help offset advertising and marketing costs.

### Dealer Directory

Sunscape dealers are easy to find using the Dealer Directory on Madico.com. The directory provides contact information for each Sunscape dealer along with a special designation letting consumers know the dealer is part of the elite program.

### Dealer Portal

The Dealer Portal on the Madico website provides dealers with exclusive access to business resources, blog articles, technical information, webinars and more through Madico U.

### Madico Brand Hub

Sunscape dealers have access to the Madico Brand Hub. This online tool provides a library of logos, technical information, Madico and Sunscape literature and more. Create a website or design a promotional flyer quickly and easily with the help of the Brand Hub.

We have put together a comprehensive, world-class sales program designed to maximize your opportunity for success in selling Sunscape designer window films.

### Your Sales Toolbox

You'll have access to a highly effective set of tools to greatly enhance your sales efforts and our sales support manual to help you with basic sales techniques and processes—from receiving a sales inquiry to crafting a product presentation and closing the sale.

### Sales Support

As a Sunscape dealer, you can count on the Sunscape team to assist with your sales efforts through continuous sales training. We're here to help share our company's deep wealth of window film industry sales experience with you.

### Dealer Events & Webinars

Sunscape dealer events offer a chance to share ideas and discuss industry trends, provide additional sales training, and keep our partners informed of the latest program offerings. We host several webinars a year to help Sunscape dealers stay on top of the latest trends in marketing, sales, products and window film industry news.

### Continuous Communication

We communicate with our dealers frequently about product and company news so that you always know you have a corporate partner devoted to your success.



## Warranty

All Sunscape products and installations are backed by Madico, a leading manufacturer in the window film industry. Your customers are covered by one of the most competitive warranty programs in the business.

### Scope of Coverage

All residential and commercial installations are covered under our standard Sunscape Residential & Commercial Limited Warranty. For specific coverage details, please refer to the current warranty documents.

### Residential Extended Glass & Seal Failure Warranty

Sunscape authorized dealers can offer an extended warranty on residential installations that cover glass and seal failure which may be voided by the window manufacturer once window film is installed. The extended warranty can match a window manufacturer's coverage and assure a homeowner that Sunscape film is a smart purchase.

## Technical

Innovative advancements are the driving force behind Sunscape window films. Our research and development team provide engineering and support with unmatched technical expertise.

### Research & Development

Every element of our products is tested and inspected to ensure it meets the desired performance the market demands. We are driven to provide products you can count on.

### Film-to-Glass Application

Film-to-Glass application guidelines provide recommendations on the application of Sunscape window film based on glass type and configuration and help determine warranty coverage.

### Manufacturing

More than 100 years of manufacturing experience has made Madico an industry-leading manufacturer of solar control products. We are committed to developing best-in-class manufacturing staffed with qualified technicians.

### Energy Analysis—*Efilm*

*Efilm* provides cutting-edge energy analysis that enables Sunscape dealers to conduct an extensive building envelope study and find cost savings.





### About Madico

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