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PRESS RELEASE

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ERICKSON INTERNATIONAL EXPANDS PRODUCT OFFERING WITH ADDITION OF NEW LINES

ASWF Has Added New Films Including Two New Dual Reflective Lines

Erickson International, Las Vegas based manufacturer of American Standard Window Film (ASWF), announced the addition of several new film lines dramatically increasing the breadth of its product offering.

The architectural product offering of ASWF has grown to include a new series of dual reflective films, a one – way mirror film, a new white gloss designer film and a UV clear film. The addition of these new films will allow ASWF dealers a broader offering within the architectural market resulting in better product positioning and improved profit potential.

The new series of dual reflective films is called Sky[™] and is available in VLTs of 10%, 20%, 30% and 40% with a maximum heat rejection of 80% making it an ideal selection for both the commercial and residential market. Sky[™] is available in all popular widths including 72”.

Several new films from ASWF are available to serve profitable niche markets. With the capability of transforming existing clear glass into a one – way mirror under specific lighting conditions, Illusion[™] gives dealers the solution to a frequent consumer request.

White Out[™] is a new addition to the ASWF Design Series and is specifically engineered to block the view through existing clear glass adding a glossy white appearance to the glazing surface.

With enhanced UV protection, ASWF has added a new UV clear film for projects requiring maximum ultraviolet protection with no change in the appearance of the existing glass. This film is a perfect selection for conservation projects in museums, galleries and historic structures.

