



# Design Exterior Films

Energy Saving, Makeover Films



Avery Dennison Design Exterior window films combine exceptional solar protection with a bold appearance. Compatible with almost all glass glazing types Avery Dennison Design Exterior window films are a great solution for commercial projects with a focus on achieving a strong visual statement.

**Design Exterior window films provide convenient, non-disruptive, exterior installation.**

## DS Bronze X PS

**DS Bronze 20X** exterior design window film casts a warm coppery glow that complements natural surroundings, yet adds sophistication. **DS Bronze 20X** combines high heat reduction with a proportionally higher percentage of natural light than many other reflective films, making it an attractive choice for both residential and commercial projects.

## DS Blue X PS

**DS Blue 35X** exterior design window film delivers a sophisticated blue tone with minimal visible reflection - transforming colored glazing, making it a popular film in both residential and commercial projects. The strong heat rejection performance of this window film enhances the interior cooling capability of even advanced glazing glass systems.

This image has been simulated and is not actual product comparison



DS Bronze 20X

DS Blue 35X

## Features and Benefits

- > Heat rejection for enhanced comfort and reduced cooling costs
- > Reflective properties of **DS Bronze X** protects interiors by reducing the harmful effects of the sun
- > 99+% UV block reduces fading and damage from the sun
- > Bold makeover in strong colors for a dramatic exterior building appearance
- > Daytime Privacy

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UV Block



Lower  
heat gain

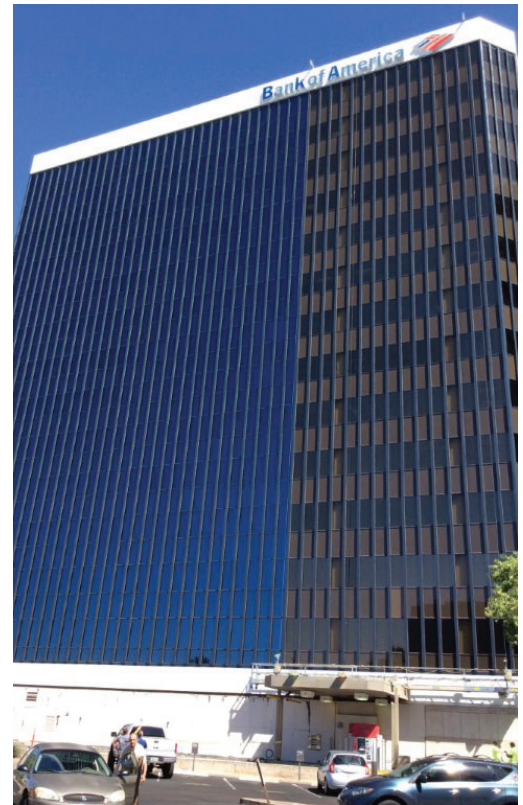


Light  
control



Aesthetics

Optical and Solar Properties**	DS Bronze 20X		DS Blue 35X	
Item Number	R069B2X		R081SBX	
Pane	Single	Double	Single	Double
Visible Light Transmitted	16%	15%	33%	19%
Visible Light Reflected (Interior)	46%	47%	21%	10%
Visible Light Reflected (Exterior)	39%	40%	15%	14%
Ultra Violet Block	99%	99%	99%	99%
Total Solar Energy Reflected	64%	64%	24%	23%
Total Solar Energy Transmitted	9%	8%	31%	17%
Total Solar Energy Absorbed	27%	28%	45%	60%
Emissivity (Room Side)	0.84	0.84	0.84	0.84
Glare Reduction	82%	81%	63%	79%
Selective InfraRed Reduction (SIRR)	96%	96%	69%	69%
InfraRed Energy Rejection (IRER)	92%	92%	59%	59%
Shading Coefficient	0.20	0.14	0.51	0.41
Solar Heat Gain Coeff. (G-Value)	0.17	0.12	0.45	0.35
U-Value Winter (IP)	1.04	0.48	1.04	0.48
U-Value Winter (SI)	5.91	2.73	5.91	2.73
Luminous Efficacy	0.83	1.06		
Total Solar Energy Rejected (%)	83%	88%	55%	65%



Building makeover in progress -  
upgrading Bronze glazing (right)  
with DS Blue 35X (left)

\*\* Performance results are calculated on 3 mm glass using NFRC methodology and LBNL Window 5.2 software, and are subject to variations in process conditions within industry standards and are only intended for estimating purposes.

### About Avery Dennison

Avery Dennison (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2017 were \$ 6.6 billion. Learn more at [www.averydennison.com](http://www.averydennison.com)



Graphics  
Solutions