



**INTERNATIONAL
WINDOW FILM
ASSOCIATION®**

BOARD MEETING

**Denver, CO
May 14-15, 2024**

AGENDA REVIEW

**INTERNATIONAL WINDOW FILM ASSOCIATION
BOARD OF DIRECTORS MEETING &
MANUFACTURERS COMMITTEE MEETING
IN PERSON & BY TELECONFERENCE**

Law Offices of Kilpatrick Townsend & Stockton
1400 Wewatta Street
Denver, Colorado 80202 USA
Host: Peter Boyle, Legal Counsel

14-15 May 2024

DAY	DENVER TIME	LISTING OF TOPICS TO BE DISCUSSED	
DAY ONE Tuesday 5/14/2024	8:00 a.m.	Breakfast Served (for all present)	
	8:30 a.m.	Welcome, Call to Order, & Introductions	Jim Freeman, President
	8:35 a.m.	Antitrust Notice	Peter Boyle, Legal Counsel
	8:40 a.m.	Agenda Review	Darrell Smith, Executive Director
		Administrative Items:	
	8:45 a.m.	Meeting Non-Attendance Issues	Blake Carter, Administrative Assistant
	8:50 a.m.	Determination of Quorum	Michelle Hurtado, Secretary
	8:55 a.m.	Minutes Review	Michelle Hurtado, Secretary
	9:00 a.m.	Board Advisor Position	Jim Freeman, President
	9:10 a.m.	New Members	Blake Carter, Administrative Assistant
	9:15 a.m.	Current Financial Review	Kristy Yelle, Treasurer
	9:25 a.m.	Manufacturer Membership Inquiries	Darrell Smith, Executive Director
		Committee Reports:	
	9:30 a.m.	Executive Committee	Steve Fricker
		Review of Issues Requested	Steve Fricker
	9:35 a.m.	15-Minute Break Period	
		Committee Reports (continued):	
	9:50 a.m.	Alliances & Membership Committee	Darrell Smith, Acting Chair
		EWFA Update	Darrell Smith, Acting Chair
	10:00 a.m.	Technical Committee	Peter Elliott, Chair
		E-Film Updates	Lisa Winckler, IWFA Staff Liaison
		Delayed Entry One-Pager	Lisa Winckler, IWFA Staff Liaison
		Possible Assembly of Industry Testing	Lisa Winckler, IWFA Staff Liaison
11:15 a.m.	Government & Advocacy Committee	Hilary Thomas, Chair	
	NFRC Update	Lisa Winckler, IWFA Staff Liaison	
	AERC Update	Darrell Smith, Executive Director	
	ConSol Status	Darrell Smith, Executive Director	
	Skin Cancer Foundation Update	Lisa Winckler, IWFA Staff Liaison	
	Review of State Actions YTD	Lisa Winckler, IWFA Staff Liaison	
	NY State Legislative Effort	Darrell Smith, Executive Director	
12:15 p.m.	90-Minute Lunch Period (for all present)		
	Committee Reports (continued):		
1:45 p.m.	Members Action Committee	Michelle Hurtado, Chair	
	Social Media/Strategy for MAC	Michelle Hurtado, Chair	
2:45 p.m.	Communication & Education Committee	Daniel Cvelbar, Chair	
	Accreditation Programs for Manufacturers	Darrell Smith	
	Social Media Update	Blake Carter, Administrative Assistant	
	New Website Review	Blake Carter, Administrative Assistant	
3:45 p.m.	Non-Window Film Committee	Steve Fricker, Chair	
4:00 p.m.	Discussion of Current Strategy/Changes Needed	Lisa Winckler, IWFA Staff Liaison	

AGENDA REVIEW- CONTINUED

	5:00 p.m.	Recess of Board Meeting until following morning at 10:30 a.m. Denver Time (12:30 p.m. China Time)	
	6:00 p.m.	Group Dinner (for all present): The Range Restaurant located in the Renaissance Hotel-City Center Downtown Denver	
DAY TWO	8:00 a.m.	Breakfast Served (for all present)	
Wednesday	8:30 a.m.	Welcome & Introductions-Manufacturer Committee Only	Darrell Smith, Committee Manager
5/15/2023	8:32 a.m.	Review of major topics from prior day board	Lisa Winckler, Acting Chair
	8:35 a.m.	Review Components of Manufacturer Accreditation Program	Blake Carter, Administrative Assistant
	9:00 a.m.	EWFA Council Reorganization	Darrell Smith, Committee Manager
	9:35 a.m.	Confirmation Process to Validate "Manufacturer" Status	Darrell Smith, Committee Manager
	9:30 a.m.	International Concerns/New Resources Needed	Lisa Winckler, IWFA Staff Liaison
	9:40 a.m.	Discussion of Current Strategy/Changes Needed	Lisa Winckler, IWFA Staff Liaison
	10:00 a.m.	Source of Possible Industry Concerns	Darrell Smith, Committee Manager
	10:15 a.m.	15-Minute Break Period (End of Manufacturer Committee Only Meeting)	
	10:30 a.m.	Reconvening of IWFA Board Meeting from Previous Day	Jim Freeman, President
	10:30 a.m.	Manufacturers Committee Report	Lisa Winckler, Acting Chair
	11:40 a.m.	Unfinished Old Business	Jim Freeman, President
	11:50 a.m.	New Business for Future Meetings	Jim Freeman, President
	12:00 p.m.	Adjournment of IWFA Board Meeting	Jim Freeman, President

MEETING NON-ATTENDANCE

Board Approved new Guidelines in August, 2023

- Any member who misses three meetings in a rolling 12-month period moved to Advisory Board
- These members remain Board members, but lose voting privileges and do not count towards a Quorum.

cannot operate effectively if the Board cannot conduct business or make decisions, which it cannot do during any meeting at which a quorum is not present. The proposed changes would address this problem because Advisory Members would not count as Board Members for quorum purposes, which would make it easier to attract a majority of Board Members and, thus, a quorum at any given meeting.

Any Board Member that transitions to an Advisory Member role as a result of this new rule would become eligible to serve as a full-voting Member of the Board after adhering to meeting attendance rules during a 12-month period as an Advisory Member. The rule becomes effective and would be applied prospectively once the Board votes to adopt the proposed Bylaw changes. This means that any meetings that a Director may have missed before the Board amends the Bylaws would not count as a missed meeting for purposes of determining automatic transition to an Advisory Member role.

[Several years ago, the IWFA Board adopted a permissive rule that allowed the Board to seek to terminate membership of any Board Member that missed three Board meetings in a 12-month period. This current rule would allow the Board to propose and adopt a motion to remove any Director that has missed three or more meetings in a 12-month period, including meetings before the proposed Bylaws amendment becomes effective. In other words, missed meetings from prior months may still provide the Board with a basis for removing a Director.]

The genuine hope here is that this action will motivate Board Members to attend and participate in Board meetings. The Board operates at its best when all Directors attend and actively participate in Board proceedings. The laws that apply to IWFA's corporate governance impose fiduciary obligations on each and every Board Member. These fiduciary duties require Directors to participate in Board deliberations, which can only be done if the Board Member

NEW MEMBERS

IWFA NEW MEMBER REPORT - May 2024

Company Name	Primary Contact	Date Joined	Member Type	State/Region
Blink Signs	Abhishek Goyal	April 2, 2024	Dealer	OH
CoolVu of Acadiana	Bill McDermott	March 11, 2024	Dealer	LA
CoolVu of Appleton Oshkosh	Henry Brown	April 9, 2024	Dealer	WI
Coolvu of Arlington DC	Mohammad Wali	March 7, 2024	Dealer	VA
CoolVu of Boca, Delray & Palm Beach	Alfonso Icochea	April 2, 2024	Dealer	FL
CoolVu of Des Moines	Alex Orozco	March 8, 2024	Dealer	IA
CoolVu of East Jacksonville/St Augustine	Timothy Faller	March 8, 2024	Dealer	FL
CoolVu of North Atlanta	Luke Canup	April 9, 2024	Dealer	GA
CoolVu of Orlando East	David Johnson	April 9, 2024	Dealer	FL
CoolVu of Riverside County	Justin Scott	March 8, 2024	Dealer	CA
CoolVu Raleigh Southwest	Maritza Paniagua	April 9, 2024	Dealer	NC
Emerald Coast Glass Products	Scott McCutcheon	March 12, 2024	Dealer	FL
Feather Friendly Technologies Inc	Paul Groleau	April 5, 2024	Dealer	ON
North Texas Tint Institute	Channy Salazar	April 16, 2024	Dealer	TX
TGT Group (Texas Glass Tint)	Savannah Schillaci-Cavazos	March 13, 2024	Dealer	TX
Turbo Tint #3013	George Lugo	April 9, 2024	Dealer	LA
Tyler Kerwick	Tyler Kerwick	April 2, 2024	Dealer Individual	FL

CURRENT FINANCIAL REVIEW

IWFA						
Statement of Activities						
For the One and Four Months Ending April 30, 2024						
	Current Month	Current Month Budget	Year to Date	Year to Date Budget	Month Variance	YTD Variance
SUPPORT AND REVENUE						
Blind Trust Income	\$ 103,916.00	\$ 63,975	\$ 241,314.00	\$ 255,901	\$ 39,941.00	\$ (14,587.00)
EWFA Income	9,583.53	4,583	31,750.46	33,333	5,000.53	(1,582.54)
IWFA Income	22,301.70	26,806	96,436.81	107,227	(4,504.30)	(10,790.19)
Interest Income	8.03	5	24.87	20	3.03	4.87
Total Support and Revenue	135,809.26	95,369	369,526.14	396,481	40,440.26	(26,954.86)
EXPENSES						
Accounting Fees	-	2,444	7,475.00	9,168	(2,444.00)	(1,693.00)
Bank Charges	45.00	41	3,010.50	166	4.00	2,844.50
Legal Fees	-	3,572	2,465.00	14,288	(3,572.00)	(11,823.00)
Management Fees (Smith)	7,916.67	7,917	31,666.68	31,667	(0.33)	(0.32)
Travel Expense Comm. Mgr. (Smith)	-	1,250	-	5,000	(1,250.00)	(5,000.00)
IWFA Overhead Expenses	24,893.01	25,134	107,273.39	104,312	(240.99)	2,961.39
Personnel Resources	8,350.00	8,350	33,400.00	33,400	-	-
Communications & Education Committee	11,200.00	15,591	58,400.00	62,366	(4,391.00)	(3,966.00)
Technical & Standards Committee	-	3,500	-	6,000	(3,500.00)	(6,000.00)
Government Advocacy Committee	3,278.37	18,853	58,961.48	95,785	(15,574.63)	(36,823.52)
Alliance & Membership Committee (EWFA)	23,591.06	9,915	73,775.67	53,166	13,676.06	20,609.67
Total Expenses	79,274.11	96,567	376,427.72	415,318	(17,292.89)	(38,890.28)
FAV (UFAV) CHANGE IN NET ASSETS	\$ 56,535.15	\$ (1,198)	\$ (6,901.58)	\$ (18,837)	\$ 57,733.15	\$ 11,935.42

EXECUTIVE COMMITTEE

MAY 2024

EXECUTIVE COMMITTEE

With the addition of a new member manufacturer, the executive committee is working on a recommendation to fill a dealer member advisory (nonvoting) position on the Board. This proactive move will allow us to be flexible without any delay to meet our Dealer/manufacturer weighted percentages should they change.

ALLIANCES AND MEMBERSHIP COMMITTEE

MAY 14, 2024



Alliances and Membership

May 13, 2024
Report

EWFA WHITE PAPER ON SAFETY FILMS

EWFA Technical Paper

Adopted by the EWFA Technical Committee – March 14, 2024

Safety and Security Window Films and Their Installation

This Technical Paper has been produced by the European Window Film Association (EWFA). As the European Chapter of the International Window Film Association (IWFA), the EWFA represents the interests of the window film industry across the European continent and further afield by supporting its members efforts and increasing awareness of the use of window film products.

EWFA members are manufacturers and distributors of window film supplying high performance products for both architectural and automotive applications. Typical architectural applications include small and large residential buildings, commercial buildings (hotels, restaurants, shopping centres, airports), offices, schools, or industrial plants. Typical automotive applications include passenger cars, light commercial vehicles, commercial and industrial transport as well as service vehicles.

The objectives of this Technical Paper are:

- To educate and inform potential project holders on the correct selection and specification of window films in projects that desire improved safety and security performances on existing glazing.
- To guide designers and other project holders in identifying retrofit solutions that improve the safety and security performances of existing glazing systems.
- To provide an unbiased reference for window film professionals to guide project holders and designers in the selection, supply, and delivery of correctly specified and installed safety and security glazing solutions utilizing window film products.
- To assist all levels of window film professionals in understanding the interactions of glass and window films to address potential threats to the existing glazing systems.
- To assist all levels of project holders in identifying test protocols and certifications that are relevant to address any safety and/or security glazing threats.

MARCH FACE TO FACE UPDATES



EWFA MANAGEMENT COUNCIL MEETING

13 March 2024, Lisbon (Portugal)

MEETING NOTES

Attendees (face-to-face):	Attendees (online):
Jorge Borges, Eastman Chemical Company	Blake Carter, IWFA
Larry Constantin, Madico	Jane Chen, Zhejiang Shichuang Optics Film Manufacturing
Scott Davidson, Johnson	
Jim Ford, Madico	
Peter Gál, Gál és Társa	
Renato Gallo, 1Car	
Carlos Miguel, Impersol	
Stéphanie Priou, EWFA	
David Robertson, Profilm (replacement for Paul Rockey)	
Darrell Smith, IWFA	
Andrew Vickers, Eastman Chemical Company	
Sandra Withalm, Avery Dennison Hanita	
Paul Wu, Jinlan	

Apologies:

Paul Rockey, Profilm
Liu Yu (Rain), Changzhou Sanyou Dissan Protective Materials

Notes:

For better readability, the topics discussed may not appear in the order they were discussed during the meeting.

All actions to be followed-up upon are highlighted in blue in the next pages.

TECHNICAL AND STANDARDS COMMITTEE

MAY 14, 2024

AGENDA

- Efilm
 - Met with Big Ladder on May 13. The problem is associated almost exclusively with VAV HVAC systems.
 - Suggestions for the Technical Committee
 - Have an energy analysis done on a suspect building using Energy Plus.
 - Hire and schedule a firm or individual that complete HVAC audits for retro commissioning to determine the exact configuration of the HVAC system. Items to include:
 - % minimum flow allowed by the system
 - Adjusting dampers capability and return fan options
 - Outdoor air temperature reset
 - COP (coefficient of performance) for the chiller system
 - Building schedule, thermostat normal and set-back settings, amount of outdoor air coming in.
 - Run several new analysis with updates to the system to determine most critical factors and evaluate the cost for those upgrades.

AGENDA

- ASTM F3561
- Delayed Entry Safety and Security Film
 - One pager
 - Tennessee and Texas – are the list of states expanding
 - Aggressive claims in the market

GOVERNMENT ADVOCACY

MAY 14, 2024

CONSOL ENERGY AND UTILITY UPDATE

Lack of manufacturer's response to meet threshold requirements. Options?

NFRC UPDATE AND AERC UPDATE

- NFRC
 - Virtual meeting held March 18-20.
 - No contentious items currently under review.
 - One more year on the BOD.
 - Next meeting is Oct 21-23 in Chicago
 - Reviewing an issue for a manufacturing member with the APD.
- AERC
 - Continue to monitor meetings?
 - Push a window film agenda?

AUTOMOTIVE TINT LEGISLATION

- Active States review
- California SB898
- New York status

TINT LAW UPDATE

STATE	Bill #	Proposal	Prediction	Action
California	SB50	Prohibits police from stopping a vehicle for low-level infraction including window tinting but authorizes other government employees to enforce violations.	MMLP	Ordered in-active, no further action
California*	SB898	Require all vehicles sold to have UV screening on all windows. (Bill was amended to remove IR screening)	MLP	Referred to Transportation Committee
Connecticut	HB5324	Makes violations of tint laws a 2ndary violation. CT has vehicle inspection.	MLP	Tabled for the calendar on April 11, 2024
Georgia	HB1150	Denies fingerprinting for window film offense.	MMP	Failed Sine Die
Hawaii	HB23/157 9 SB2320	Reduces VLT from 35 to 20%. (has a effective date of July 2, 3000.	LLP	No action. Session closed.
Hawaii	SB1140	Exempt skin cancer patients from tint laws.	LLP	No action. Session closed.
Iowa	SF163	Sets FWS to 70% min and 35% on front sides. Driver must lower window during a stop. Current enforcement is 70%. Companion to below House bill	LLP	No action. Session closed
Iowa	HF405	Same as above but would require driver to apply for a permit and pay a \$55 fee.	MLLP	No action. Session closed

TINT LAW UPDATE

STATE	Bill #	Proposal	Prediction	Outcome
Iowa	HF2037 /SF2267	Replaces “excessively dark” standard with 25%. Eliminates regulator authority.	LLP	No action. Session closed
Illinois	HB4603	Makes tint infractions a secondary violation.		No action.
Kentucky	SB46	Makes tint legal on windshields down to 70%	MLP	Signed into law 3/29/24
Louisiana	HB458	Makes all DWF vehicles exempt from window tint laws	MMLP	Referred to Natural Resources committee.
Maine	HF4922	Makes window tint a secondary offense	LLP	No action
Mississippi	HB1231	Allows medical exemption down to 15%	LLP	Died in Committee again
New Jersey	S2063	Adds migraines to list of medical exemptions	LLP	Referred to Public Safety
New Jersey	S2512/ A3942	Requires window tint on all window of certain emergency vehicles to be tinted.	LLP	Referred to Public Safety, no votes recorded.
New Hampshire	HB370	Permits darker VLT to S&R for medical conditions	MMLP	Retained in Committee
New York*	AS601/ A6968	Establishes a 50% law	LLP	No votes
North Carolina	SB 101	Removes window tint from State safety inspections	LLP	Referred on 2/15. No action.

TINT LAW UPDATE

STATE	Bill #	Proposal	Prediction	Outcome
North Carolina	SN101	Removes window tint from safety inspections	MLP	Referred on 2/15
South Carolina	H4191	Reduces VLT on all windows including windshields.	MLLP	No votes
South Carolina	H4933	Exempts law enforcement from window film laws	MLLP	Passed house, referred to senate
Utah	BS323	Makes window tint violation secondary	MMLP	Failed Sine Die
Virginia	HB49	Exempts emergency vehicles from tint laws	MLLP	Failed
Virginia	SB97	Makes window film a secondary infraction	LLP	Failed
Virginia	HB391	Makes window film a primary infraction	MLLP	Failed
Virginia	HB684	Makes window film a primary infraction	MMLP	Failed
Vermont	H285	Would allow for 35% on front windows and 90 on WS	MLLP	No votes
Vermont	S279	Makes window tint illegal on front side windows	MMLP	No votes
West Virginia	SB215	Lowers VLT from 35 to 18%.	LLP	Failed Sine Die

SKIN CANCER FOUNDATION

- Annual Gala
- Website and other window film mentions
- Skin Cancer check bus
- Speaking at Education Day
- Next steps



The Skin Cancer Foundation
CHAMPIONS
for **CHANGE**
————— GALA 2024

Wednesday, May 15, 2024 • 6:30 PM ET

Ziegfeld Ballroom, 141 West 54th Street, New York, NY





Your Daily Sun Protection Guide



The sun sustains life and feels good, but it can be your skin's worst enemy. While every sunburn can increase your risk of skin cancer, it's not just those big days at the beach or ballgame that cause trouble. Each time you run out to get the mail, walk the dog or commute to work without sun protection also adds to the

age that can lead to skin cancer (as well as dry skin, dark spots and wrinkles). No single method of **SUN DEFENSE** can protect you perfectly, though. That's why we created this roundup of advice for you. The best path to **BEAUTIFUL, HEALTHY SKIN** is to adopt as many of these steps as possible into your lifestyle, and make them daily habits everywhere you go, near or far.

HOW THE SUN'S RAYS CAN HARM YOU



The sun produces two types of ultraviolet (UV) rays that can hurt your skin. The ones called **UVB** cause sunburn, while those known as **UVA** can also lead to sunburn, as well as tanning, wrinkles and skin aging.

Whenever either type of UV light reaches your unprotected skin, **damage to the DNA** in your skin cells starts within minutes. Your immune system will repair some of this damage, but not all of it.

Over time, the remaining DNA damage can cause mutations that lead to skin cancer.

4 Shield the Wee Ones

Infants: It's best in the first six months to keep infants out of the sun rather than use sunscreen on their sensitive skin. Clothing should cover a baby's vulnerable arms and legs, and don't forget to use hats, sunglasses and stroller sunshades.

Toddlers: In addition to providing a protective hat and clothing, you can apply sunscreen to children starting at six months.

The pitfall: Unexpected exposure can happen, for example, with a babysitter. Be prepared; talk to caregivers in advance about sun protection.

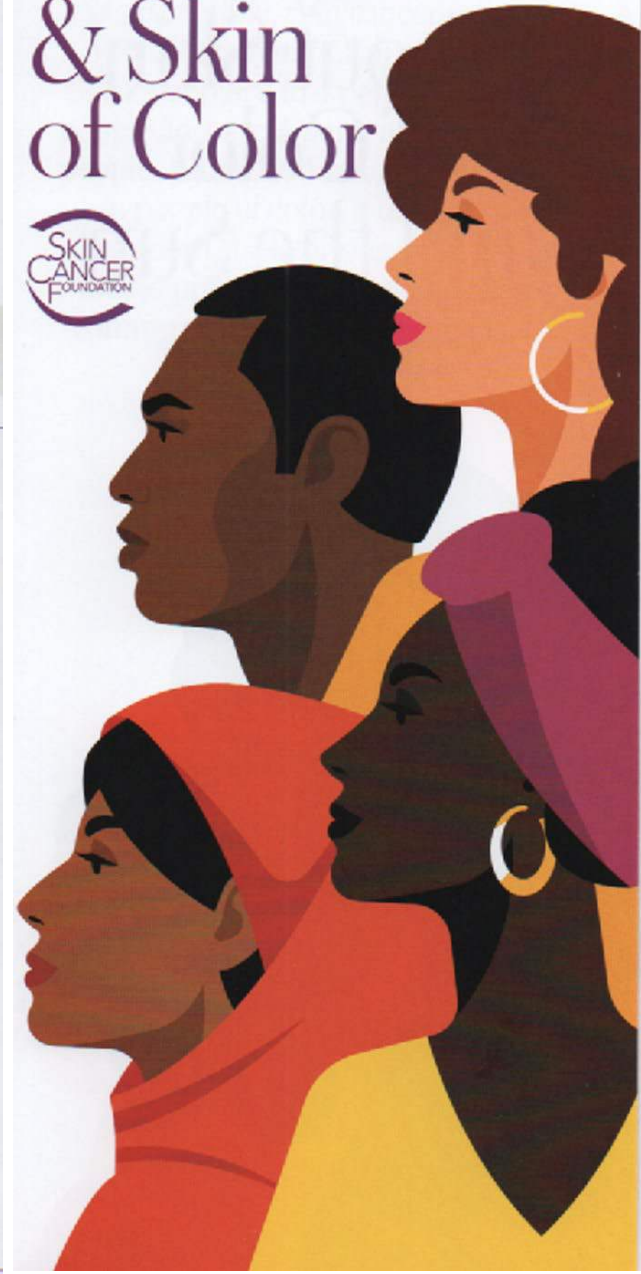


5 LOOK OUT FOR WINDOWS

- While glass blocks UVB rays pretty well, it **allows UVA** rays to pass through. This is true of your windows at home as well as on the road.
- Car windshields are treated to shield drivers from most UVA, **but side, back and sunroof windows** usually aren't. When you're in your car, protect yourself and your family with hats, clothing, sunglasses, sunscreen, whatever it takes. Another option is to have UV-protective window film applied to windows in your home or car. Local laws may apply.
- The windows on **airplanes, trains and buses** also allow UVA rays to pass through. That's why airline pilots, crew members and even frequent travelers may get more skin cancers than other people.

The pitfall: You need to plan ahead before traveling and make sure you have sunscreen on and protective clothing with you.

Skin Cancer & Skin of Color



The Skin Cancer Foundation Journal

We care about you and your family.

Finding Your Balance



2024

4 Shield the Wee Ones

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Toddlers: In addition to providing protective hat and clothing, you should apply sunscreen to children starting at six months.

The pitfall: Unexpected exposure can happen, for example, with a sitter. Be prepared; talk to caregivers in advance about sun protection.



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The pitfall: You need to plan ahead before traveling and make sure you have sunscreen on and protective clothing with you.

Did You Know That Window Film Counts as Sun Protection?

If window film conjures up images of dark and mysterious tinted car windows, allow us to shed some light on one of its biggest misconceptions: "People perceive all window film as dark and something you can hardly see through, but there are many different types of films — and some don't have any tint at all," says Lisa Winckler, a longtime expert in the window film industry and consultant for the International Window Film Association. "However, they all contain UV absorbers."

UV protection wasn't initially put into the film for your skin's benefit. It's there to protect the polyester material the films are made of, so it can effectively cut glare and reduce heat in your car, home or office. But because the UV absorbers do a pretty good job of blocking UVA rays (unlike UVB rays, UVA penetrates through untreated glass), it's an effective source of sun protection for your skin, too. The films also filter visible light, which can contribute to pigmentation. "Window film protects up to 380 nanometers (the agreed measurement upper limit of the UVA range), which is on par with sunglasses that have UV protection," says Winckler. They even qualify for The Skin Cancer Foundation Seal of Recommendation, and there are many that carry the Seal.



YOUR COMMUNITY NEEDS YOU

The Skin Cancer Foundation is looking for licensed dermatologists to join our team of Destination Healthy Skin volunteers. As a volunteer, you'll perform free, full-body skin cancer screenings in our customized, air-conditioned RV, equipped with two private exam rooms.

2024 FREE SCREENING EVENTS

Events are 10 AM – 4 PM. Volunteers may sign up for morning (10 AM – 1 PM), afternoon (1 PM – 4 PM), full-day or two-day shifts.

<p>APRIL Kansas City, KS</p> <p>MAY Phoenix, AZ Encinitas, CA Portland, OR Seattle, WA</p>	<p>JUNE Kennewick, WA Park City, UT Idaho Falls, ID Minneapolis, MN Rockford, IL</p>	<p>SEPTEMBER Chicago, IL Indianapolis, IN Dayton, OH Morgantown, WV New York, NY</p>	<p>OCTOBER Washington, DC Raleigh, NC Charlotte, NC Athens, GA Orlando, FL Miami, FL</p>	<p>NOVEMBER Tampa, FL Panama City Beach, FL Nashville, TN</p>
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▶ TO VOLUNTEER, CONTACT: ALI VENOSA | AVENOSA@SKINCANCER.ORG | 646.583.7979 ◀



LEARN MORE ABOUT VOLUNTEER BENEFITS AT [DESTINATIONHEALTHYSKIN.ORG/VOLUNTEER](https://www.skincancer.org/volunteer).

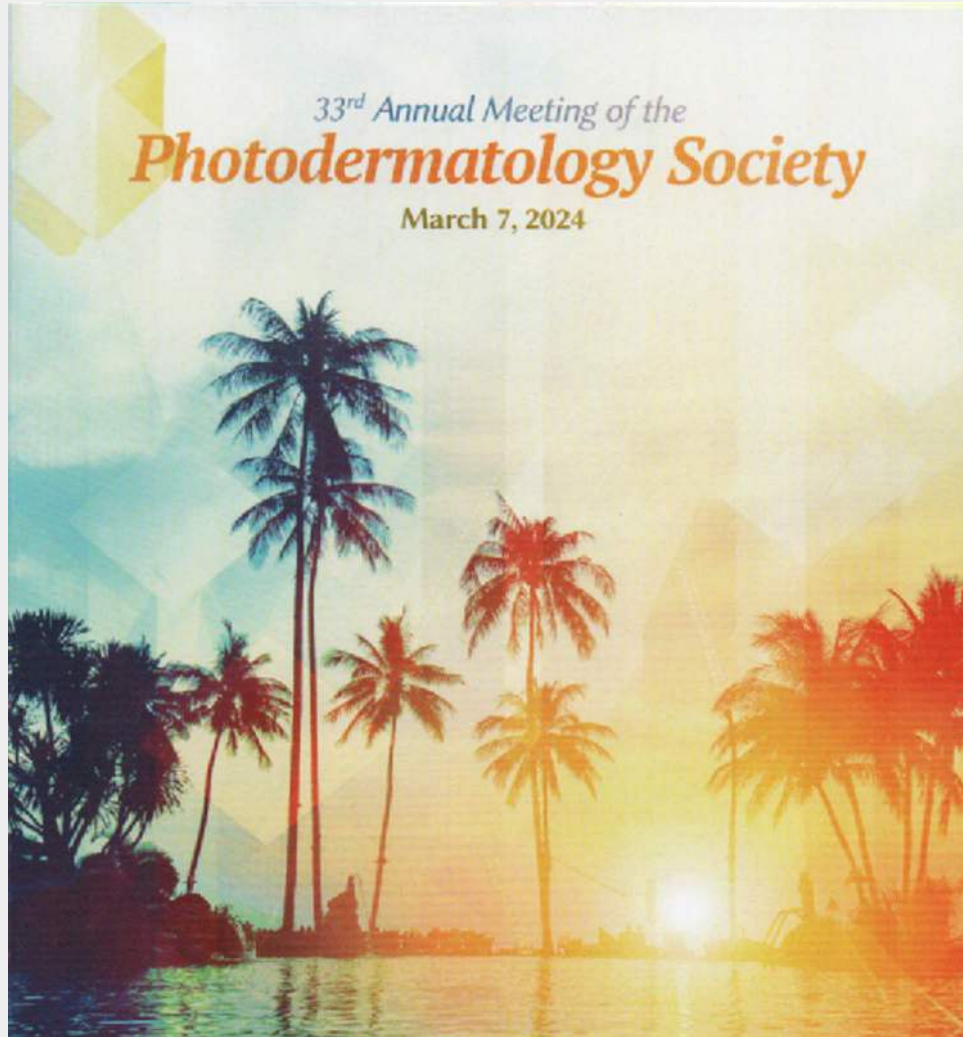
Put the Wheels in Motion!

Get in gear and pave the way for a new RV by making a donation today!



[SkinCancer.org/DHS/support](https://www.skincancer.org/DHS/support)

PHOTODERMATOLOGY SOCIETY MEETING



11:43 – 11:53	Leila Deravi, PhD, Cambridge, Massachusetts <i>Using Cephalopod-inspired Chemistry to Extend Long-wave Ultraviolet and Visible Light Protection of Mineral Sunscreens</i>
11:55 – 12:00	Anna Chien, MD, Noori Kim, MD, Giovanni Leone, MD, and Said Ghannam <i>Trainee Prize Presentations. Compliments of Fondation Bioderma and European Society of Photodermatology</i>
12:00 – 1:00	Break for Lunch
Keynote Speaker	
1:00 – 1:30	Lesley E. Rhodes, MD, PhD, Manchester, United Kingdom Update on the Photodermatoses
1:30 – 1:50	Q&A
Photoprotection	
1:50 – 1:55	Steven Wang, MD, Newport Beach, California Introduction
1:55 – 2:15	J. Frank Nash, PhD, Mason, Ohio Are UV Filters/Sunscreens Hazardous to Human Health
2:15 – 2:35	Steven Wang, MD, Newport Beach, California Compliance - The Final Frontier in Photoprotection
2:35 – 2:50	Q&A
2:50 – 3:05	Break
3:05 – 3:25	Carl D'Ruiz, MPH, Princeton, New Jersey Current US Sunscreen Situation – Should We Be Concerned?
3:25 – 3:45	Eduardo Ruvolo, Jr., MS, Florham Park, New Jersey The Visual Sun Protection Factor (vSPF) and Broadpectrum Test Method. A New Way to Visualize Sun Protection
3:45 – 4:05	Indermeet Kohli, PhD, Detroit, Michigan Visible light in Photodermatology - Updates on Phototesting Methods
4:05 – 4:20	Q&A

Optical Coherence Tomography Measured Vasculature Changes in Subjects with Skin of Color

Brittany N. Lane, BS,^{1,2} Mohsen Mohktari*, MS^{1,3}, Deena Abdel-Gadir, BA², Dorothea McGowan, MS², Marissa Ceresnie, DO¹, Jalal Maghfour, MD¹, Iltefat H. Hamzavi, MD¹, Henry W. Lim, MD¹, Tasneem F. Mohammad, MD¹, Indermeet Kohli, PhD^{1,2,5}



The Henry W. Lim Division of Photobiology and Photomedicine, Detroit, MI
¹Michigan State University College of Human Medicine, East Lansing, MI
²Oakland University William Beaumont School of Medicine, Auburn Hills, MI
³Lake Grandbury Health Education Services, Dallas, TX
⁴Department of Physics and Astronomy, Wayne State University, Detroit, MI

Background

- Assessing erythema in subjects with darker skin phototypes (SPT) can be challenging¹
- Optical Coherence Tomography (OCT), is a non-invasive imaging modality that uses near infrared (IR, 1,300 nm) radiation for the generation of images which allow morphological analysis of the tissue
- Dynamic OCT (D-OCT) allows visualization of blood flow in vivo enabling the visualization of microvasculature²⁻⁴

Objective

- This study aimed to explore the utility of D-OCT in assessing vascular activity in patients with darker skin types in response to irradiation with Visible Light (VL) + long wavelength Ultraviolet A1 (UVA1, 370-400 nm)

Methods

- Erythema was induced on the mid back of five subjects with skin of color (SPT IV-VI) with a dose of 320 J/cm² from two light sources:
 - Source A: VL+ 4% UVA1
 - Source B: VL+ 2% UVA1
- Immediately after irradiation:
 - Qualitative measurements were obtained using clinical photography
 - Quantitative measurements were obtained through:
 - Investigator Global Assessments (IGA) for erythema
 - D-OCT measurements: vessel diameter, density and plexus depth

Results

- IGA scores displayed greater erythema with light source A compared to light source B immediately post-irradiation
- A shallower plexus depth (Figure 2A) was also noted with the source A irradiated site (58.45±22.50 μm above normal depth) compared to the source B irradiated site (7.10±14.34 μm)
- D-OCT measured percent change in vessel density (Figure 2B) was higher for the site irradiated with light source A (143.95±44.72) versus light source B (41.27±11.99, p=0.075)
- D-OCT measured percent change in vessel diameter (Figure 2C) showed a greater increase in vessel density on the site irradiated with light source A (67.41±29.94) versus light source B (1.04±12.98, p=0.1)

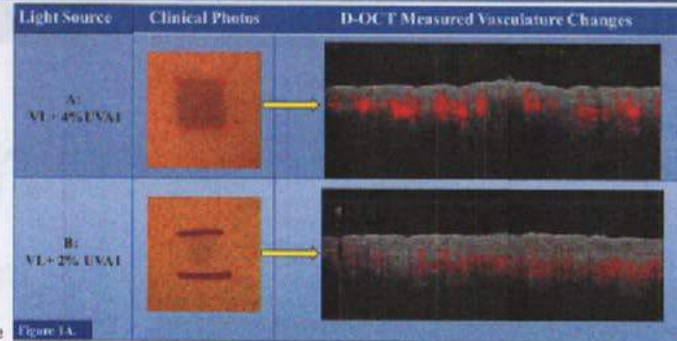


Figure 1A. Clinical photographs of both VL+4%UVA1 and VL+2%UVA1 irradiated site in a SPT V subject and associated D-OCT imaging of vasculature changes (red pixels)

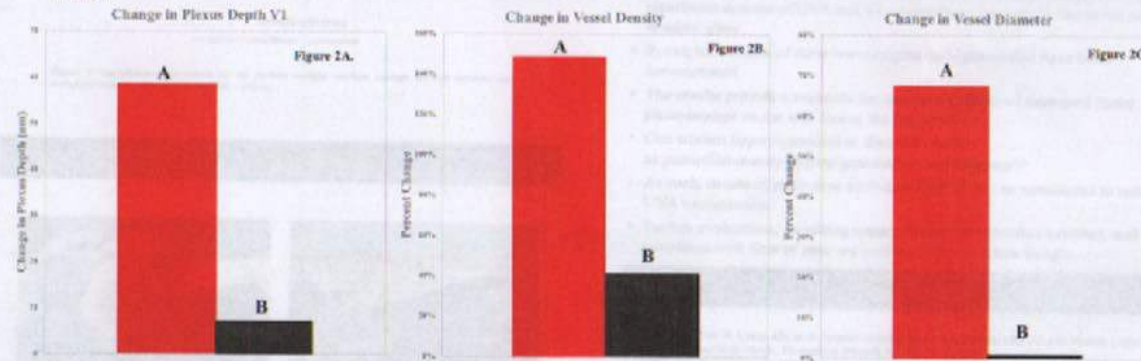


Figure 2: D-OCT Analysis of (A) Change in Plexus Depth, (B) Change in Vessel Density, and (C) Change in Vessel Diameter for both VL+4%UVA1 (Red) and VL+2%UVA1 (Black)

Conclusion

- D-OCT enabled objective evaluation of VL-induced erythema with results approaching significance
- Large-scale studies evaluating the utility of D-OCT for assessing vascular changes in skin of color are warranted, as they will improve our understanding of photobiologic effects in diverse populations

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2. Schulz S, Balmer J, Ulich N, et al. Imaging Blood Vessel Morphology in Skin Lesions: Optical Coherence Tomography as a Novel Potential Diagnostic Tool in Dermatology. *Personalized Therapeutics*. 2018;7(7):187-205. doi:10.1007/s13353-017-0175-4
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IN VITRO EVALUATION OF TINTED SUNSCREENS PROTECTION AGAINST BLUE LIGHT

Hawasatu Dumbuya¹, Xi Yan², Kristin Steeley², Tanya Raj², Jaimie Mecca², Stephen Lynch², Katharine Podimatis¹

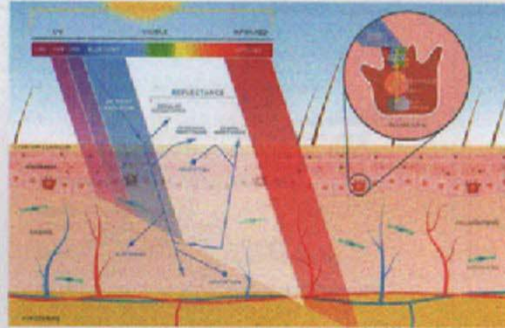
Disclosure Information: ¹La Roche-Posay Laboratoire Dermatologique, L'Oréal USA, New York, NY; ²L'Oréal USA Research and Innovation, Clark, MD

INTRODUCTION

Making up 45% of sunlight, visible light radiation (400-700nm) contributes to dyschromia, particularly in dark-skinned individuals¹. Its blue-violet component, known as high energy visible (HEV) light (415-455nm), was shown to have greatest photobiological capability. Current sunscreens provide limited protection beyond UV^{1,2}. Rising evidence demonstrate that tinted sunscreens with iron oxides (FeO) can provide additional photoprotection.³

STUDY OBJECTIVE:

To evaluate the HEV blocking potential of various organic and inorganic tinted sunscreens after blue light irradiation using transmittance spectroscopy *in vitro* technique.



RESULTS

FIGURE 1: HEV (415-455NM) ABSORPTION OF TESTED PRODUCTS AFTER BLUE LIGHT IRRADIATION. Sunscreens formulated with FeO and both inorganic filters, zinc oxide and titanium dioxide, demonstrated higher HEV absorbance profiles after blue light irradiation compared to darker-tinted sunscreens containing organic or hybrid filtering systems.

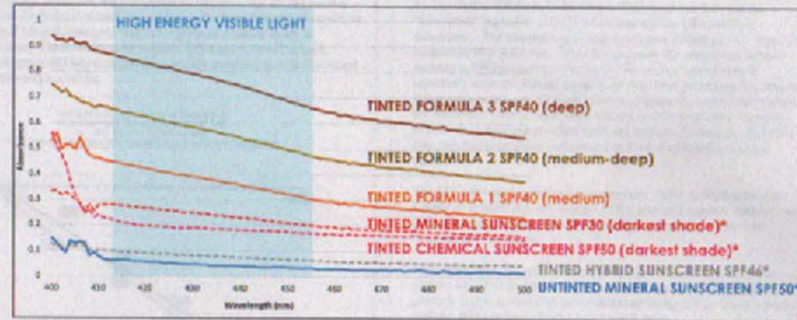
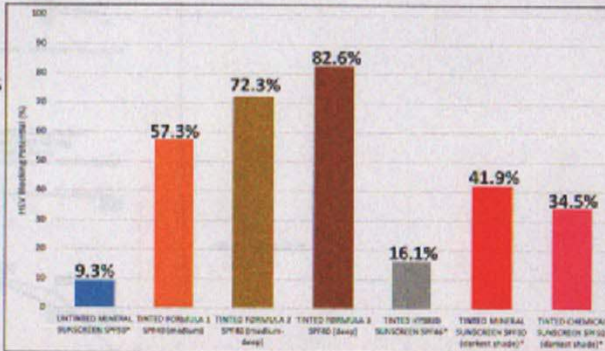


FIGURE 2: PERCENTAGE OF HEV (415-455NM) BLOCKING POTENTIAL OF TESTED PRODUCTS AFTER BLUE LIGHT IRRADIATION.

Sunscreens formulated with FeO and both inorganic filters, zinc oxide and titanium dioxide, demonstrated higher HEV blocking potential after blue light irradiation compared to darker-tinted sunscreens containing organic or hybrid filtering systems.



DESIGN & METHODS

TESTED PRODUCTS:

Products	UNTINTED MINERAL SUNSCREEN*	TINTED FORMULA 1 (medium)	TINTED FORMULA 2 (medium-deep)	TINTED FORMULA 3 (deep)	TINTED MINERAL SUNSCREEN* (darkest shade)	TINTED HYBRID SUNSCREEN*	TINTED CHEMICAL SUNSCREEN* (darkest shade)
SPF Level	SPF 50	SPF 40	SPF 40	SPF 40	SPF 30	SPF 46	SPF 40
UV Filters	ZnO 5% TiO2 6%	ZnO 8% TiO2 17%	ZnO 8% TiO2 17%	ZnO 8% TiO2 17%	ZnO 21.6% TiO2 3.2%	ZnO 9% Octinoxate 7.5%	Avobenzone 3% Octisalate 5% Octocrylene 10%
Iron Oxide Levels	N/A	FeO 2.52%	FeO 5.27%	FeO 10.4%	FeO 7% unknown	FeO 7% unknown	FeO 7% unknown

* Commercially available; several sunscreens were purchased with the closest shade available.

METHODOLOGY:

Blue light (400-500nm) transmittance for each sunscreen applied on PMMA plates was measured using an OL756 spectroradiometer, before and after irradiation to 200J/cm² of filtered blue light with xenon arc lamp solar simulator. HEV (415-455nm) blocking potential percentage of each formulation was calculated before and after irradiation using the following formula: 100% - T(415-455nm)_{post}.

1 PRODUCT APPLICATION ON PMMA PLATES.

Apply 1.0 to 1.3 mg/cm²
4 PMMA plates
Equilibration in the dark for 30min.

2 BLUE LIGHT ABSORBANCE DETERMINATION BEFORE IRRADIATION.

Solar simulator w/ HEV light filtration (Model: LS1000-65-012) + Spectroradiometer (model OL756)

Reference plate treated with 19mg glycerin
Spectroradiometer (model OL756)

3 BLUE LIGHT IRRADIATION OF PMMA PLATES.

200 J/cm² of Blue light (400-500nm) (~2h of sunlight at midday)
Solar simulator w/ blue light filtration (Model: LS1000-65-012; 100-Watt)

4 BLUE LIGHT ABSORBANCE DETERMINATION AFTER IRRADIATION.

Pre-irradiation blocking potential = $\frac{I_{415-455nm} - I_{415-455nm}^{pre}}{I_{415-455nm} - I_{415-455nm}^{pre}} \times 100\%$
Post-irradiation blocking potential = $\frac{I_{415-455nm} - I_{415-455nm}^{post}}{I_{415-455nm} - I_{415-455nm}^{pre}} \times 100\%$

I_λ = solar spectral irradiance
I_λ = average spectral transmittance of the sample (measured)
I_λ = instrument wavelength reference (nm)

Comparisons of absorbances before & after irradiation of PMMA plates.

CONCLUSIONS

- ✓ EVIDENCE THAT VISIBLE LIGHT RADIATION INDUCE LONG LASTING CUTANEOUS RESPONSES HAS CREATED THE NEED TO FIND NON-TRADITIONAL STRATEGIES FOR FULL SPECTRUM PHOTOPROTECTION.
- ✓ OUR IN VITRO FINDINGS SUGGEST THAT A COMBINATION OF IRON OXIDES, WITH APPROPRIATE LEVELS OF INORGANIC UV FILTERS, COULD PROVIDE PROTECTION AGAINST VISIBLE LIGHT, PLUS OFFER CUSTOMIZED DAILY PROTECTION FOR VARIOUS SKIN TONES AND PHOTOTYPES.

References:

1. Dumbuya H, et al. J Drugs Dermatol. 2020;19(12):1272-1277. doi:10.1007/s12229-020-00429-5. Epub 2020 Sep 15. PMID: 32810444.

This work was supported by La Roche-Posay Laboratoire Dermatologique.



Introduction

- Long Wavelength Ultraviolet A1 (UVA1) and visible light (VL) have been shown to:
 - Induce erythema in those with light skin,
 - Induce erythema and pigmentation in those with skin of color^{1,2}
- Recent publications on automobile glass have shown windshield and window glass block majority of UVB; however, transmit variable amounts of UVA.
- Laminated glass used for windshields reduces UVA transmission to a relatively greater extent than tempered glass used for side windows³

Objective

- To evaluate the precise amount of outdoor solar radiation that transmitted through the non-tinted window glass and windshield of an automobile

Methods

- A calibrated spectroradiometer (OL-756, Optronics Labs, Orlando, FL) was used to collect outdoor solar spectral measurements from 200-800 nm
- Data was captured on December 15th, 2023 at 12:30 pm
- Corresponding latitude and longitude are 42.37, -83.07
- Measurements were then made through the driver side window and windshield of a 2012 Honda Civic EX
- Both windows were washed and wiped down prior to measurement capture
- All measurements were made in triplicate

Figure 1. Weather



Figure 1: Weather and position of the sun on the date when outdoor measurements were performed

Figure 2. Spectroradiometer Data

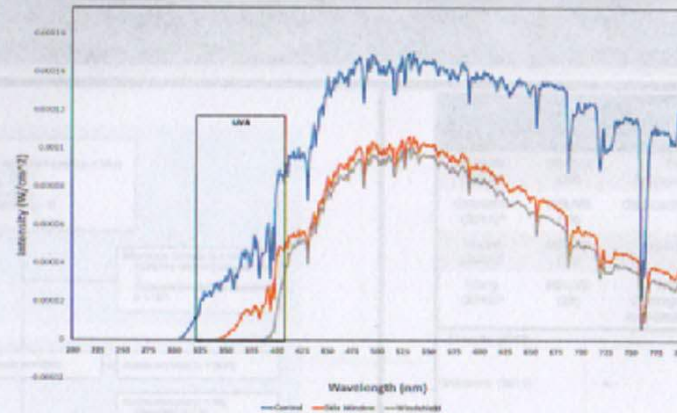


Figure 2: Spectroradiometer output for the outdoor sunlight, sunlight through the side window, and sunlight through the windshield from 200-800 nm

Figure 3. Setup of Device



Figure 3: Representative photos of the experimental setup of the spectroradiometer for measurements of unfiltered solar spectra (A) and solar spectra transmitted through the driver side window (B)

Results

- All measurements are relative to the corresponding solar intensity within the given waveband
- Approximately 56% of solar intensity within 200-800 nm transmitted through the window and 50% through the windshield
- The amount of VL (400-700 nm) transmitted was comparable, with 63% for side window vs 58% for windshield
- The amount of infrared (700-800 nm) transmitted was also comparable, with 39% for side window vs 33% for windshield
- Both types windshield and side window glass sufficiently blocked UVB (290-320 nm), allowing less than 1% transmission
- For UVA (320-400 nm), the window transmitted 27% of the corresponding solar UVA while the windshield allowed 2%

Discussion and Conclusions

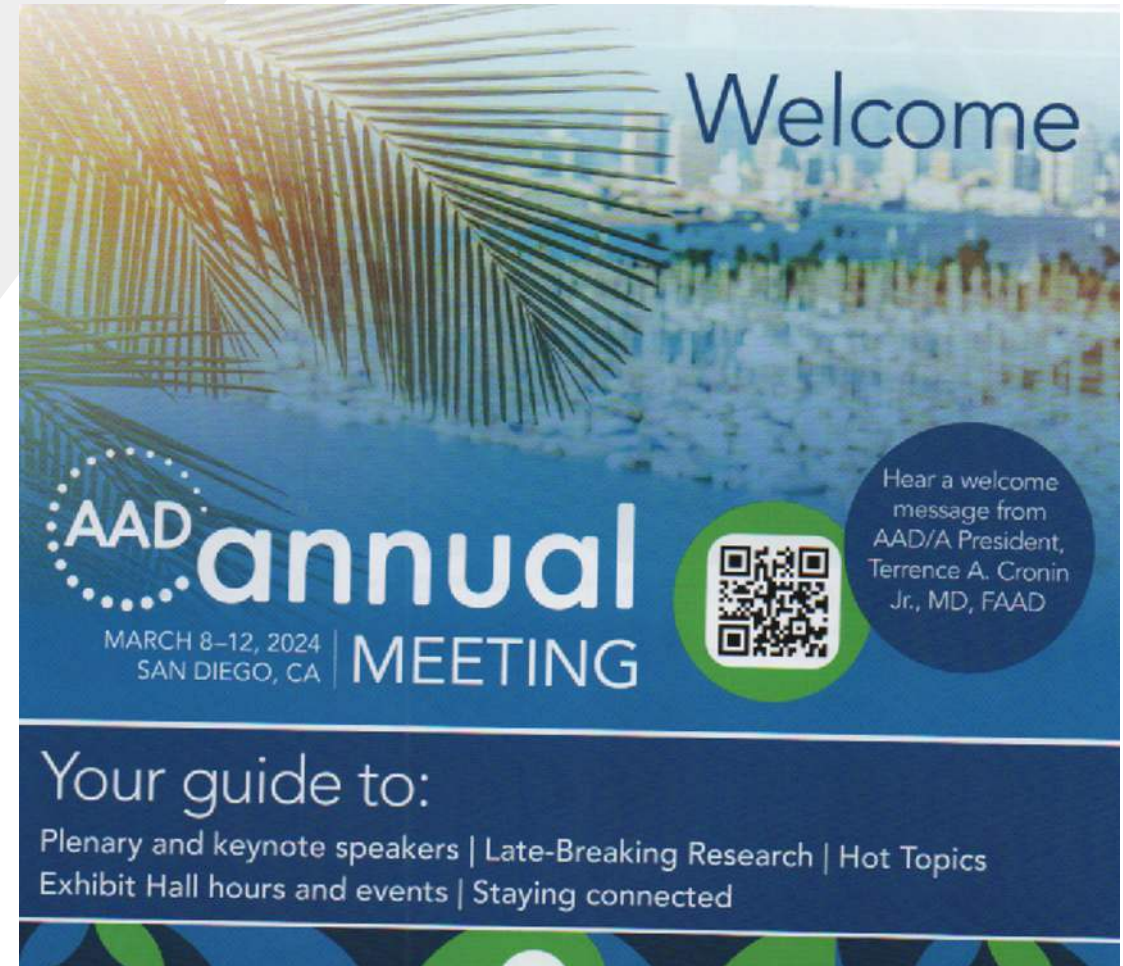
- Based on the findings, while the windshield reduces transmission of UVA, a significant amount of UVA and VL transmitted through the tempered side window glass
- Synergistic effects of these wavelengths on pigmentation have been demonstrated
- The results provide a rationale for commonly observed increased facial photodamage on the side facing the car window
- Can worsen hyperpigmentation disorders such as postinflammatory hyperpigmentation and melasma^{4,5}
- As such, means of protection such as tinting should be considered to reduce UVA transmission.
- Further evaluations, including transmittance through other vehicles, and variations with time of year are warranted to gain more insight

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AAD SHOW

- Topics covered
- Show pics
- Seminar topics
- Next steps
 - American Optometric Association (AOA)
 - American Academy of Ophthalmology (AAO)



AAD SHOW



PHOTODERMATOLOGY MEETING AND AAD SHOW

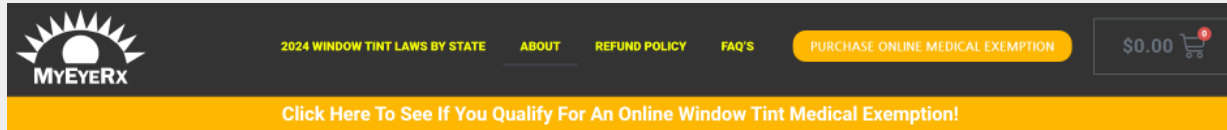


UV-VIS NEXT STEPS

- Investigate further programs with SCF
 - How can we fully utilize their presentations at Education Day?
 - Is there an alliance with the mobile skin cancer awareness bus?
 - Co-marketing and promotion for May 2025 Skin Cancer Awareness Month?
 - New links from their website to the find a dealer and tint law/medical exemption portions of the new website.
- Further interaction with AAD? Outreach on how to get a medical exemption?
- Possible talk with Duke Dermatology department.
- In-office marketing screens?
- CE credits?
- Next steps
 - American Optometric Association (AOA)
 - American Academy of Ophthalmology (AAO)

CURRENT ACTIVITIES AROUND EYES

- Some eye conditions included in medical exemptions and these practitioners are included
- Almost no mention on either website about window film (good or bad)
- There is a company in Michigan promoting a service to help people obtain medical exemptions



The screenshot shows the top navigation bar of the MyEyeRx website. On the left is the MyEyeRx logo. To its right are links for '2024 WINDOW TINT LAWS BY STATE', 'ABOUT', 'REFUND POLICY', and 'FAQ'S'. A prominent yellow button reads 'PURCHASE ONLINE MEDICAL EXEMPTION'. On the far right, a shopping cart icon displays '\$0.00'. Below the navigation bar, a yellow banner contains the text: 'Click Here To See If You Qualify For An Online Window Tint Medical Exemption!'.

About MyeyeRx.net

In the eyewear industry, there's a strong focus on promoting various products like anti-glare and anti-smudge lenses, tinted and mirrored lenses, and polarized sunglasses for individuals with light sensitivity. However, the significant advantages of tinted car windows for drivers have often been neglected. Many optometrists and ophthalmologists hesitate to prescribe tinted windows, preferring instead to recommend a range of optical accessories.

At MyEyeRx.net, we recognize the dual benefits of tinted windows in enhancing both safety and comfort for individuals sensitive to light. We engage with our clients to assess whether window tinting is suitable for them and then supply a comprehensive prescription kit that includes:

A paper prescription for each vehicle you own.

An electronic prescription, enabling immediate purchase of window tinting services.

Guidelines on how to include your tint prescription on your driver's license, where applicable.

Tailored follow-up instructions based on your state's regulations and your specific medical needs.

Understanding the Medical Importance of Window Tinting

Enhancing Health and Comfort with Protective Window Tinting

While we specialize in assisting with medical exemptions for window tinting due to conditions like light sensitivity, post-surgery needs, lupus, or retinitis pigmentosa, it's important to note this list isn't exhaustive. There are numerous other medical reasons that may qualify you for a tint exemption. We're here to guide and support you in navigating the exemption process, ensuring you secure the necessary documentation for your health needs while remaining compliant with legal standards.



Photophobia

Extreme sensitivity to light, which can cause discomfort and pain in brightly lit environments.



Melanoma or Skin Cancer

Individuals with or at high risk for melanoma or skin cancer on their eyelids or around the eyes may require additional protection from UV rays.



Cataracts

Post-operative protection from sunlight is crucial for individuals who have undergone cataract surgery to prevent damage and discomfort.



Lupus

An autoimmune disease where sunlight can trigger severe reactions, including in the eyes.



Retinitis Pigmentosa

A genetic disorder affecting the eyes that can be exacerbated by exposure to bright light, necessitating protection.

MEMBERS ACTION COMMITTEE

MAY 2024

SOCIAL MEDIA OVERHAUL

Staying relevant in the digital age
Improving social media content
Improving online interaction

Audit performed by Scott Lee of Amslee Agency
MAC creating content calendars and action items for consumer pages and facebook dealer group

Education and information based content

- Excerpts from education guides
- How IWFA resources are being used in businesses
- Quotes & experiences from long time members
- Blasts from the past: Significant IWFA achievements, legislative wins
- Current initiatives

EDUCATION DAY AT WFCT

1. **OSHA Recording and Reporting: How to keep you and your employees safe**

Jonathan Thompson, Sunsational Solutions

1. **Get paid faster while protecting your lien rights**

Paige Centa, Procore

1. **Dealers round table & panel discussion**

Moderated by Kristy Yelle, Palmetto Protection Films

1. **Working Together to Fight Skin Cancer**

Stephanie Ogozalek & Staci Pierson, Skin Cancer Foundation

1. **The Strategy of Networking with Glass Companies**

Scott McCutcheon, Emerald Coast Glass Products

1. **Latest Trends in Social Media**

Scott Lee, Amslee Agency



2024 WFCT

- Changes to accreditation testing:
 - 1 day only
 - Fee discounted 50% at event
 - Test can be taken twice if failed
 - Encouraging studying through social media and email outreach
- Networking Event
 - Friday, Sept. 20
 - 6PM-10PM
 - 3NINE at Rosen Plaza Hotel



MEMBER TO MEMBER PROGRAM

Calls are typically well-received when contact is made

FAQ: Education & accreditation, correcting dealer locator information

Replacing 6 month follow up with a mass email from MAC.

This year, we've been busy organizing events and initiatives to benefit our members and the industry as a whole. Here are some highlights:

1. Educational Resources:
2. Community engagement:
3. Legislation:
4. Initiatives:

Looking ahead, we have exciting plans...

1. Upcoming event: Education day at WFCT. etc.
2. Upcoming event: Members only reception, etc.

*Guidance from board needed for updates on legislation and initiatives

REGIONAL MEETING SURVEY HIGHLIGHTS

Q2: What specific topics or discussions would you find most valuable during a meeting like this? (check all those you would prefer)

Answered: 47 Skipped: 1

	ANSWER CHOICES	RESPONSES	
★	window film industry trends	21.28%	10
	trends in other industries which may affect window film uses	10.64%	5
★	business strategies	25.53%	12
	employee recruitment and hiring	8.51%	4
★	new window film or related technologies	23.40%	11
	communication tools (website, social media, customer service applications)	2.13%	1
	accounting, financial planning or business oversight advice	8.51%	4
	TOTAL		47

Powered by 

REGIONAL MEETING SURVEY HIGHLIGHTS

Q5: What types of networking opportunities would you be most interested in having as part of a meeting? Check as many as you wish which interest you.

Answered: 46 Skipped: 2

	ANSWER CHOICES	RESPONSES	
★	panel discussions with window film industry experts on the panel on topics	63.04%	29
	panel discussions with experts on the panel from outside the window film industry on topics	32.61%	15
★	workshops led by window film industry experts	58.70%	27
	workshops led by experts from outside the window film industry	26.09%	12
★	informal, more social networking sessions with fellow window film industry members	45.65%	21
	TOTAL		104

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REGIONAL MEETING SURVEY HIGHLIGHTS

Q4: How often do you attend industry events or meetings related to window tinting?

Answered: 47 Skipped: 1

ANSWER CHOICES	RESPONSES	
Not at all	19.15%	9
Once per year	48.94%	23
2 to 3 times per year	29.79%	14
4 or more times per year	2.13%	1
TOTAL		47

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STRATEGIC PLANNING MEETING

May 13, 2024

Denver, Colorado

- Establish social media interaction guidelines
- SWOT analysis
- Vision and mission review
- Strategic priorities
- Establishing SMART goals/KPIs
- Budget & resource allocation

COMMUNICATIONS PRESENTATION

MAY 2024

NEWS COVERAGE

Important business media and ‘influencers’ use IWFA news items.

HOSPITAL / SCHOOL / UNIVERSITY Campus Safety

News

Opinion: Lawmakers Take Note: Protective Film on Glass Is Only as Good as the Installer

This opinion article in [Campus Safety](#) references the IWFA in a discussion on installing security window film in schools. The content refers to the IWFA and gives it credit for its guidelines, which they refer to as ‘standards’.

Campus Safety states it has 150,000 monthly page views and 62,000 readers.

A further consideration until licensing requirements are in place would be to make it mandatory that the film installing company being contracted is a member in good standing of the industry trade group the [IWFA](#) (International Window Film Association – <https://iwfa.com/>) that sets standards for the installation of field applied window films on glass.

The People's Network



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Window Films: The Rising Star in Energy Efficiency

Window films are gaining popularity as a cost-effective solution for energy efficiency. With professional installation, they can reduce electric bills, improve window performance, and provide a sustainable living option. The market is projected to grow significantly by 2030, with the GCA region expected to lead in CAGR.



Waqas Arain

15 Feb 2024 08:07 EST



Follow Us



In an era where the clamor for energy efficiency and sustainable living is louder than ever, a recent survey by the International Window Film Association (IWFA) sheds light on a simple yet effective solution: window films. As the majority of Americans scout for methods to slash their utility bills, particularly electricity, the IWFA points towards window films as a beacon of hope. These films, especially when professionally installed, promise not just a reduction in electric bills but also a significant improvement in window performance, circumventing the need for costly window replacements. With the dual ability to reject sunlight temperature increases during the summer and enhance thermal insulation in the colder months, window films stand out as a viable solution for maintaining comfortable interior temperatures and curbing energy costs.

The Business News Network used the news release issued in February to highlight the growing use of window films .

NEWS COVERAGE

Consumers Struggle To Pay Their Electric Bills and Plan To Conserve in 2024

English PR Newswire ID: 4091961-1 Clear Time Feb 14, 2024 10:17 AM ET
View Release

Print Email Export

Overview

Engagement Timeline

Click-throughs

Overview

TOTAL ENGAGEMENT ACTIONS

3.4K

Click-throughs

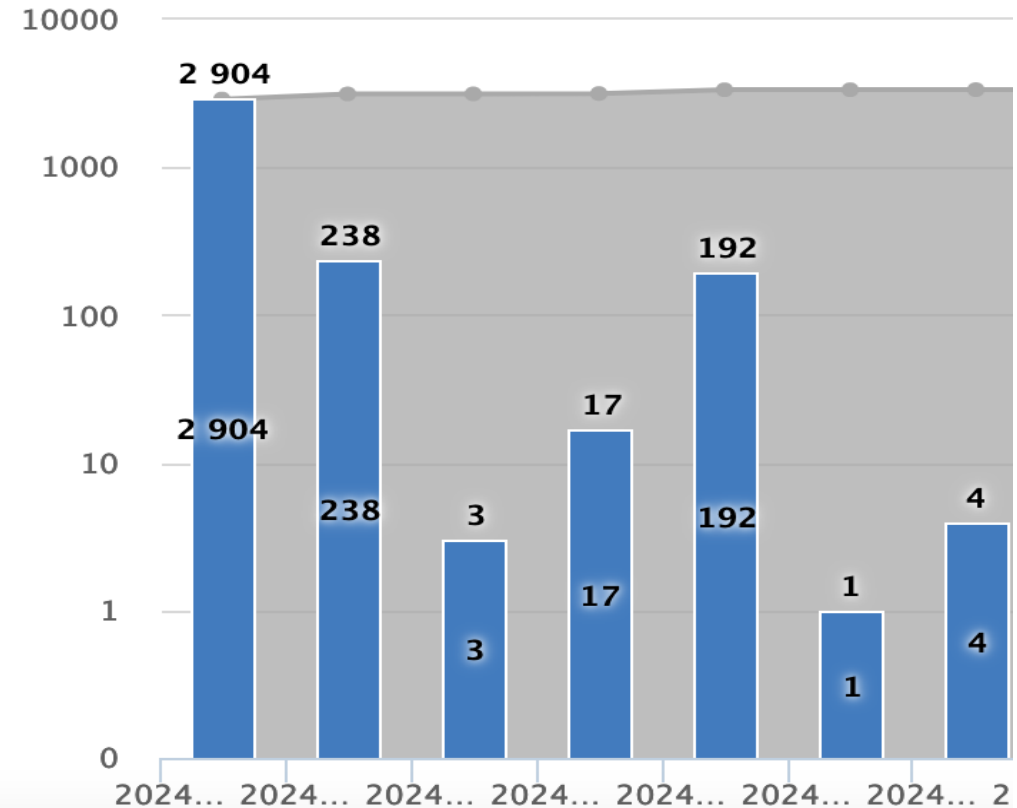
The number of times your release sent visitors to the pages you linked to

URL	Click-throughs
https://www.linkedin.com/company/international-window-film-association	842
https://iwfa.com/	818
https://www.facebook.com/windowfilminfo	808
http://www.youtube.com/user/WindowFilmIWFA?feature=mhee	796

Hard-hitting news releases drive traffic to all IWFA channels to deliver many benefits.

Engagement Timeline

See when your audience engaged with your release.



NWFD COVERAGE

Just About EVERYONE Celebrated NWFD!

Madico, Inc.
April 29 at 12:43 PM · 🌐

Reminder to all our dealers: Tomorrow is **#NationalWindowFilmDay!** Seize this opportunity to educate the public on the benefits of window film. Highlight how it's a cost-effective way to reduce energy costs, protect against UV rays, and enhance window safety. 📢 awareness = 📈 interest = 🤝 + 😊

Johnson Window Films
April 30 at 1:00 PM · 🌐

Join us in honoring the incredible individuals powering the window film industry! From manufacturers and distributors to installers and educators, your dedication ensures style, comfort and safety to consumers worldwide. 🎉 Celebrating every contributor making a difference! 🙌

Check out our stories for the winner of our \$500 giveaway 🎁

#NationalWindowFilmDay #JohnsonWindowFilms #windowtint

Avery Dennison Graphics Solutions - North America
April 30 at 9:00 AM · 🌐

Happy National Window Film Day!

Explore our full Window Film portfolio here: <https://bit.ly/3iR4qXW>



Meridian Window Tint
National Window Film Day | What Day is ...

Instagram
Llumar Films | Join u...

Facebook
IWFA For Dealers

Solar Gard
National Window Film Day ...

Facebook
American Window Film, Inc.



AllEvents.in
National Window Film Day, 1103 ...

Facebook
IWFA For Dealers

Facebook
Film Crew Window Tinting & Graph...

Alabama Governor's ...
National Window Fil...

Facebook
IWFA For Dealers

Georgia.gov
<https://gov.georgia.gov> · Contact Us · Proclamations

2024 Proclamations

3 days ago — **Window Film Day 4.30.2024** (PDF, 486.43 KB). **Aviation Appreciation Month 3.24** (PDF, 3.09 MB). **Christian Heritage Week 4.14-20.2024** (PDF, 613.89 KB). Georgia ...

Tennessee General Assembly (.gov)
<https://wapp.capitol.tn.gov> · apps · BillInfo · Default

SR 0276

Apr 23, 2024 — SR 0276 by *Walley. Show Caption Text. Memorials, Recognition - **National Window Film Day** -. Bill HistoryMenu; Bill History; Amendments; Video; Summary; Fiscal ...

Instagram · **distinctivewindowtinting**
20+ likes · 3 days ago

Distinctive Window Tinting | Happy National Window Film Day ...

... **Window Film Day!** We got the chance to hang out with some cool owners @carmeets_swfl latest gathering for Toyota/Lexus drivers! This group was a...

North Dakota Governor's Office (.gov)
<https://www.governor.nd.gov> · proclamations

Proclamations | North Dakota Office of the Governor

X · **WindowWorksUSA**
2 likes

17th Annual National Window Film Day is April 30th

h Annual **National Window Film Day** is April 30th: Seven Reasons to Celebrate! <https://t.co/Wby5kLF> #WindowFilm #SFBayArea.

Governor Tony Evers (.gov)
<https://evers.wi.gov> · Documents · PDF

NATIONAL WINDOW FILM DAY - Tony Evers

5 days ago — **NATIONAL WINDOW FILM DAY** throughout the State of Wisconsin and I commend this observance to all our state's residents. IN TESTIMONY WHEREOF, I have...

Instagram · **suntekfilms**
50+ likes

SunTek Films | Happy National Window Film Day! A ...

53 likes, 0 comments - suntekfilms on April 30, 2024: "Happy National Window Film Day! A much deserved THANK YOU to our dealers for their ..."



NEWS YOU CAN USE – THE IWFA E-VIEW

Total Contacts

4174

+ Add

Email Open Rate

25%

Contact Growth

76 ↑

The IWFA View



News from the International Window Film Association January 2024

Window Film Magazine Debuts New IWFA Column

The IWFA's view on various topics will be shared in a new column in Window Film Magazine. The first article appears in the January / February issue. It can be read [here](#).



The IWFA View



News from the International Window Film Association March 2024



April 30 - National Window Film Day Is Just Around The Corner

The International Window Film Association (IWFA) initiated NWFD in 2014 for ALL in the industry to develop local efforts aimed at building awareness about the many benefits of window film.

Already a number of Governors have proclaimed the date in their states and many dealers are stepping up to reach out to local elected officials to obtain proclamations. Others are offering customer incentive programs to get a jump start on Spring installations.

Here are the state-wide proclamations so far!

By providing proven messaging in a 'news you can use' format, geared toward consumers and for the benefit of the industry overall, the IWFA eView delivers an echo that reverberates.

The eView is issued at least monthly to the IWFA's full subscriber list.

NON-WINDOW FILM COMMITTEE

05/14/2024

NWF COMMITTEE OBJECTIVE

To develop valuable relevant information on non “window film” products to our members and consumers.

- We have chosen Paint Protection Film to be the first product to focus on. As this relatively new market is expanding quickly, our IWFA dealer members are buying, selling, and installing this product, our own Manufacture members are producing and selling this product. Yet there are no universally published product expectations or visual standards for the consumer or installation guidelines and best practices for the dealer. We are working to change that with your help.
- The Non window film committee meets on the 3rd Friday of each month at 10am EDT. We need more participation from the IWFA Manufacture Members and Dealers to help consolidate and organize all the information available.
- The current committee Steve, Daniel, Sarah, and Hillary are working to consolidate the information that they have available but that is limited to our own companies. We need more support and information from additional manufacturers to achieve our goals.

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STRATEGY REVIEW

MAY 14, 2024

NEXT SIX MONTHS

- Lay the groundwork in codes, utilities, government agencies, and energy consultants to ensure window film is included in the solution set.
 - Collect financial data necessary to complete report
 - Legal and board review for use with utilities
 - Schedule utilities appointments.
- Advocate to maintain or improve current tint laws.
 - Keep focus on NY
 - Continue engagement with SCF
 - Develop and test focused marketing message for NY with SCF
 - Investigate medical exemption use in various states
 - Continue engagement with Photobiology Society
 - Investigate attending ADA meeting.
 - Start investigation of ophthalmology and optometrist associations

NEXT SIX MONTHS

- Be the go-to independent source for window film information and technical standard guidance
 - Launch new website
 - Review with website task group
 - Update dealer profiles
 - Complete tint law content
 - Investigate state medical exemption forms and create generic form
 - Develop Safety Film one pagers, start with school safety
 - Start discussions on test method development for delayed entry
 - Meet with Big Ladder in person and resolve Efilm issues
 - Clarify language in the truth in advertising section on SHGC vs TSER by market segment and geographic application of NFRC vs EN test results
- Increase window film awareness and legitimacy to key influencers
 - Social media audit
 - Improve social media to consumers

NEXT SIX MONTHS

- Improve dealer professionalism and selling skills through education and communication
 - Dealer mentorship calls with new members - Continue
 - Investigate possible SCORE like program for dealers - Continue
 - Investigate providing links of already created data to promote professionalism
 - Launch all installation educational materials on-line – final review by Michelle
 - Improve social media to dealers
 - Improve social media interaction by IWFA
 - Make videos of IWFC training sessions available on-line
 - Investigate regional meeting for 2024. Determine if a survey is the correct path.

NEXT STEPS

- Find and leverage international influencers and advocates in the energy sector
 - Investigate translating Efilm into other languages and units
- Leverage the structure of the IWFA to provide support in other regions
 - No action items
- Use experiences in existing regions to set the bar for professional and ethical standards for membership
 - Share all educational guides with EWFA

STRATEGY REVIEW



STRATEGY REVIEW

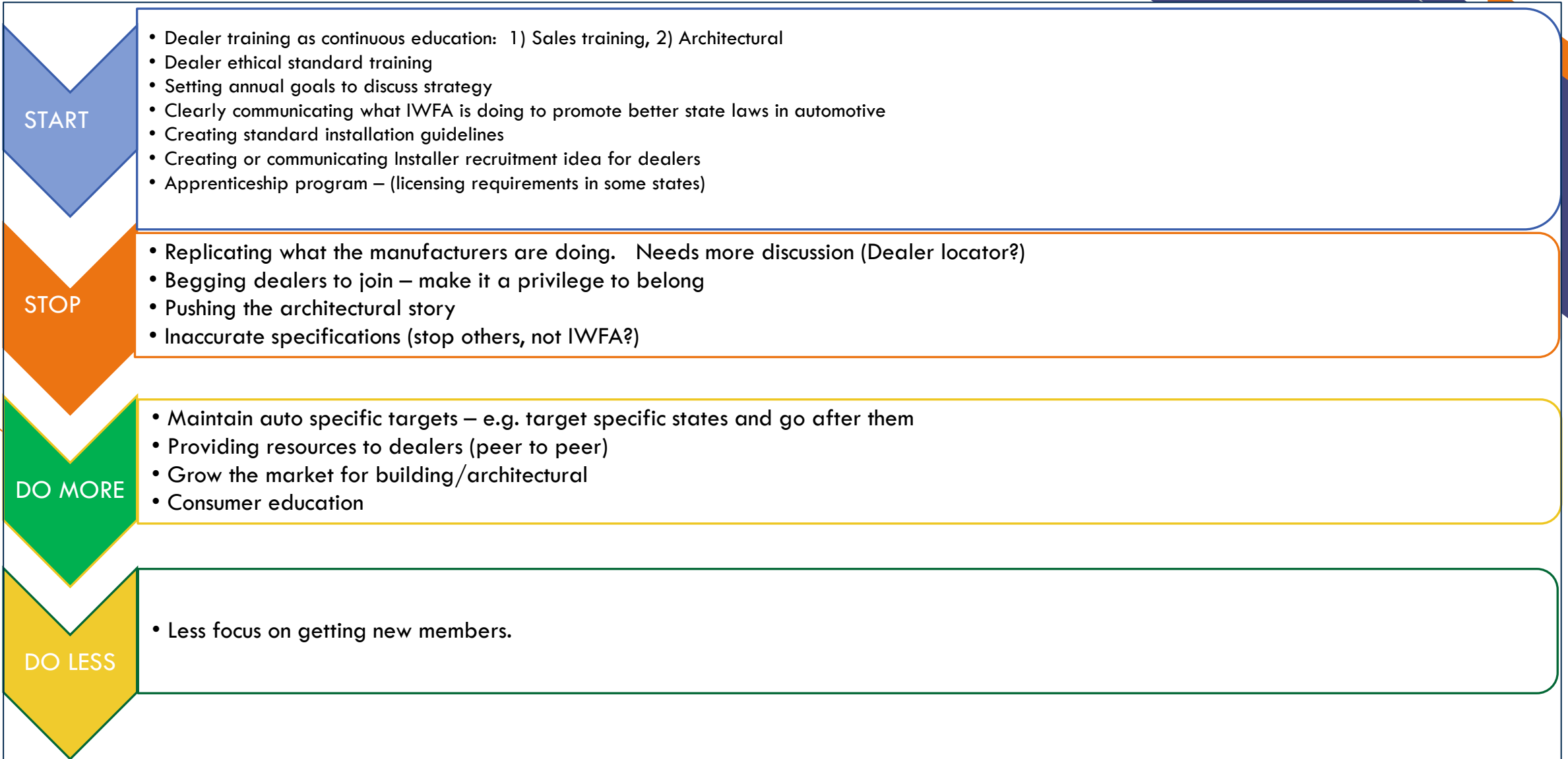
Maintain Focus on Architectural

- **Maintain focus on solar story**
- **Equal focus on residential and commercial**
- **Promote realistic performance expectations for safety and security films**

Increase Focus on Automotive

- **Lose no ground in states with good tint laws**
- **Continue to build IWFA as the go-to source for law enforcement and state transportation departments**
- **Focus on key states for improved laws**
- **Leverage NA tint law assets to improve tint laws in key countries**

START, STOP, DO MORE, DO LESS



MANUFACTURING COMMITTEE

MAY 15, 2024

NEXT SIX MONTHS

- Lay the groundwork in codes, utilities, government agencies, and energy consultants to ensure window film is included in the solution set.
 - Collect financial data from Harry R and complete installed price data set
 - Legal and board review for use with utilities after completion by Consol
 - Schedule utilities appointments.
- Advocate to maintain or improve current tint laws.
 - Keep focus on NY through the end of this session
 - Investigate working with NJ on tint law update
 - Continue to monitor the evolving CA UV legislation
- Be the go-to independent source for window film information and technical standard guidance
 - Phase 2 website improvements
 - Update dealer profiles including accreditation standings
 - Improve language on tint law page about not offering legal advice
 - Develop a plan for other key languages
 - In conjunction with communication committee develop a plan for videos and/or blogs

NEXT SIX MONTHS

- Be the go-to independent source for window film information and technical standard guidance
- **Safety and Security film**
 - Complete and upload Delayed Entry one-pager (change school glazing language on page 1)
 - Complete, review with Tech and MAC an educational guide on the type of specification information that should be included in a standard CSI format.
 - Investigate types of education materials needed for different audiences such as legislative staff, architects, building owners and school districts.
 - Look at TX law language to develop similar statement language.
 - Review Fiscal note for any pending state legislation regarding safety film including whether states are specifying F3561 requirements
 - Develop an action plan with the Technical Committee chair to create a retrofit delayed entry standard with a recognized standard body.
 - Work with the MAC to develop a list of priorities for one-pagers.
- **Technical standards guidance**
 - Clarify language in the truth in advertising section on SHGC vs TSER by market segment and geographic application of NFRC vs EN test results and other regional standards

NEXT STEPS

- Be the go-to independent source for window film information and technical standard guidance
 - Efilm (review plan with Technical Committee)
 - Complete an energy analysis on a suspect building using Energy Plus.
 - Hire and schedule a firm or individual that complete HVAC audits for retro commissioning to determine the exact configuration of the HVAC system. Items to include:
 - % minimum flow allowed by the system
 - Adjusting dampers capability and return fan options
 - Outdoor air temperature reset
 - COP (coefficient of performance) for the chiller system
 - Building schedule, thermostat normal and set-back settings, amount of outdoor air coming in.
 - Run several new analysis with updates to the system to determine most critical factors and evaluate the cost for those upgrades.

NEXT SIX MONTHS

- Increase window film awareness and legitimacy to key influencers
 - Develop an improved communication plan for fall meeting
 - Formulate plan to create meaningful media analytics to determine effectiveness and share with members
 - Investigate further programs with SCF
 - Fully utilize their presentation at Education Day
 - Investigate an alliance with the mobile skin cancer awareness bus
 - Co-marketing and promotion for May 2025 Skin Cancer Awareness Month (National/International WF Day)
 - New links from their website to the find a dealer and tint law/medical exemption portions of the new website.
 - Continue engagement with Photobiology Society
 - Reach out to AAD to find areas of possible cooperation
 - Investigate cost of exhibiting at the AAD show
 - Formulate a plan for ophthalmology and optometrist association outreach

NEXT SIX MONTHS

- Improve dealer professionalism and selling skills through education and communication
 - Dealer mentorship calls with new members - Continue
 - Investigate possible SCORE like program for dealers – Move to a lower priority
 - Launch all installation educational materials on-line – final review by Michelle
 - Improve social media to dealers
 - Measure improvement in social media interaction
 - Make videos of IWFC education day
 - Review survey information, collect additional information and formulate an action plan on possible new education opportunities.

NEXT STEPS

- Find and leverage international influencers and advocates in the energy sector
 - Investigate translating Efilm into other languages and units
- Leverage the structure of the IWFA to provide support in other regions
 - Investigate EWFA structure for other regions
- Use experiences in existing regions to set the bar for professional and ethical standards for membership
 - Share all educational guides with EWFA

AGENDA CONTINUED

- Components of manufacturer sponsored accreditation training
- EWFA Council Reorganization
- Confirmation process to validate “Manufacturer” Status
- International Concerns



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WINDOW FILM
ASSOCIATION®**