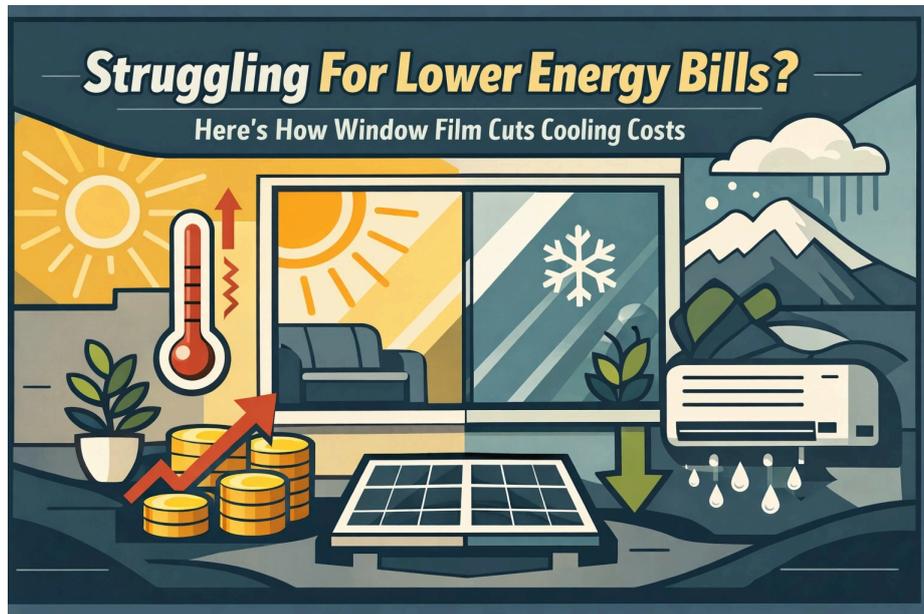


Struggling For Lower Energy Bills? Here's How Window Film Cuts Cooling Costs



If you've been watching your energy bills climb every summer, you're not alone. Omaha homeowners and business owners deal with intense sun exposure: especially on west and south-facing windows: and that heat doesn't just make your space uncomfortable. It forces your HVAC system to work over-time, driving up costs month after month.

The good news? Window film is one of the most cost-effective ways to cut cooling costs without replacing your windows or overhauling your HVAC system. Here's how it works, what kind of savings you can expect, and why **Madico solar films** are a solid investment for Nebraska's climate.

Why Your Windows Are Costing You Money

Windows are one of the biggest sources of heat gain in any building. Even if you have newer, energy-efficient windows, they're still letting in a significant amount of solar heat: especially during peak afternoon hours.

Here's what's happening: When sunlight hits your windows, it carries three types of energy: visible light, UV rays, and infrared heat. Your glass blocks some of it, but a lot of that infrared heat passes right through and gets trapped inside. That's called **solar heat gain**, and it's the main reason your air conditioner runs constantly on hot days.

Standard clear glass can allow up to **80% of solar heat** to enter your home or office. Double-pane Low-E windows help, but they still let in around 40–60% of that heat depending on the coating. And once that heat is inside, your HVAC system has to work harder and longer to bring the temperature back down.



How Solar Window Film Blocks Heat (The Science Part)

Solar window film works by creating a barrier that **reflects and absorbs infrared heat** before it enters your space. It's a thin, multi-layered polyester material that's professionally applied to the interior side of your glass.

Here's the breakdown:

- **Reflection:** The film's metallic or ceramic layers reflect a large portion of solar heat back outside before it can pass through the glass.
- **Absorption:** The film absorbs some of the remaining heat, which is then dissipated back to the exterior through natural convection.
- **Selective filtration:** Quality films (like Madico's solar control products) are designed to block infrared heat and UV rays while still allowing visible light through: so you don't lose your view or natural daylight.

The result? **Up to 80% reduction in solar heat gain**, depending on the film type and your existing glass. That means your interior stays cooler without cranking the AC.

Real Savings: What to Expect on Your Energy Bills

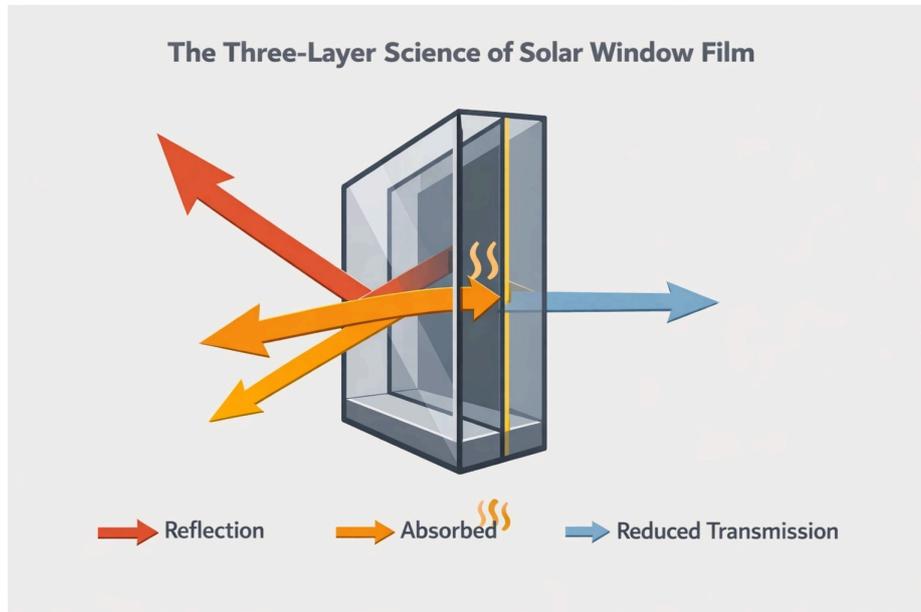
So what does that heat reduction actually mean for your wallet?

Based on industry studies and real-world installations, homeowners typically see **15–30% savings on cooling costs** after installing solar window film. In some cases: especially with single-pane windows or high sun exposure: savings can reach **40–50%**.

For a typical Omaha home spending \$150–\$200 per month on cooling during peak summer, that translates to **\$300–\$600 in annual savings**. For commercial spaces with larger glass areas, the num-

bers go even higher. Small commercial buildings with older single-pane windows have reported annual savings around **\$10,000** after retrofitting with solar film.

Those savings add up quickly, especially when you factor in the relatively low upfront cost of window film compared to replacing windows or upgrading HVAC equipment.



Why Window Film Beats Other Energy Solutions

When you're looking at ways to cut cooling costs, you've got options: new windows, upgraded HVAC, exterior shading, etc. But here's why solar window film is often the smartest first move:

Lower cost, faster payback

New energy-efficient windows can run \$500–\$1,500+ per window installed. A full HVAC upgrade? Even more. Solar window film typically costs a fraction of that, with most residential projects paying for themselves in **3–5 years** through energy savings alone.

No construction, minimal disruption

Window film installs in hours, not days. There's no demo, no mess, and no waiting for custom glass orders. For commercial spaces, that means no downtime or disruption to daily operations.

Immediate results

You'll feel the difference the same day it's installed. That's because the film starts blocking heat as soon as it's applied: no waiting for compounding efficiency gains over time.

Year-round benefits

Solar film doesn't just help in summer. Many films also provide **insulating properties in winter**, helping to reduce heat loss through windows. Plus, you get **99% UV protection** year-round, which protects flooring, furniture, and interiors from fading.

Madico Solar Films: Built for Performance

At Tint Advantage, we install **Madico solar control films** because they deliver consistent, measurable performance in real-world conditions: including Omaha's hot summers and cold winters.

Madico has been manufacturing architectural window films for over 50 years, and their solar control line is engineered for maximum heat rejection without sacrificing clarity or view. Their films use advanced ceramic and metal layers to block infrared heat while maintaining a neutral appearance from both inside and outside.

What sets Madico apart:

- **High heat rejection:** Madico solar films can reject up to 80% of total solar energy, significantly reducing HVAC load.
- **Low interior reflectivity:** You won't get that "mirror" look that cheaper films create: just a clean, professional finish.
- **UV protection:** 99%+ UV blockage to protect interiors and reduce fading.
- **Durability:** Scratch-resistant coatings and fade-resistant dyes that hold up over time.
- **Warranty-backed:** Madico films come with manufacturer warranties for residential and commercial applications.

Whether you're retrofitting a home, office, or retail space, Madico films are designed to perform in Nebraska's climate: and the results show up in lower energy bills.



What to Expect During Installation

Professional window film installation is a straightforward process, but it does require skill and precision to get the best performance and appearance.

Here's what the process looks like:

1. **Consultation and assessment:** We'll evaluate your windows, sun exposure, and energy goals to recommend the right film.
2. **Custom cutting:** The film is precisely cut to fit each window pane.
3. **Surface prep:** Windows are cleaned and prepped to ensure proper adhesion.
4. **Installation:** The film is applied using a slip solution and professional tools to eliminate air bubbles and ensure a smooth, even finish.
5. **Curing:** The film needs a few days to fully cure and bond to the glass. You may see slight haziness during this period: that's normal and will clear up.

Most residential projects take **4–8 hours** depending on the number of windows. Commercial projects may take longer but are typically completed in **1–2 days** for standard office spaces.

Who Benefits Most from Solar Window Film?

Solar film works well for most properties, but it's especially effective in these situations:

West and south-facing glass

If your home or office has large windows facing west or south, you're getting hit with the most intense afternoon sun. Solar film makes a dramatic difference in these areas.

Older buildings with single-pane or standard double-pane windows

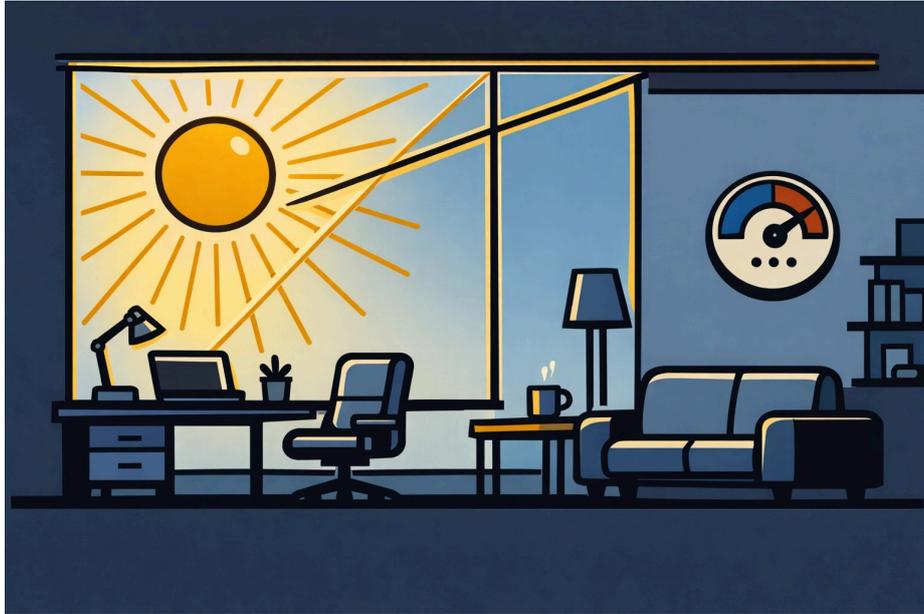
If your windows don't have Low-E coatings or are older single-pane glass, you're losing a lot of energy. Film can bring older windows close to modern performance levels at a fraction of the cost of replacement.

Spaces with high cooling costs

If your energy bills spike in summer or your HVAC system runs constantly, solar film can cut that load significantly.

Commercial spaces with large glass facades

Retail stores, offices, and storefronts often have floor-to-ceiling glass. Solar film reduces glare, improves comfort, and cuts cooling costs: often with noticeable ROI in the first year.



Beyond Energy: The Other Benefits

While energy savings are the main reason people install solar film, the benefits go beyond lower bills:

UV protection (99%+): Protects skin, interiors, and merchandise from harmful UV exposure and fading.

Glare reduction: Makes screens easier to see and spaces more comfortable without blocking natural light.

Improved comfort: Eliminates hot spots near windows and balances temperature throughout the space.

Increased privacy (with certain films): Some solar films provide daytime privacy while still allowing light in.

Enhanced appearance: A uniform, professional look across all your windows: inside and out.

Ready to Cut Your Cooling Costs?

If you're tired of paying too much to stay comfortable in your own space, solar window film is a proven, cost-effective solution. It's one of the fastest ways to reduce energy bills, improve comfort, and protect your interiors: all without replacing windows or making major renovations.

At Tint Advantage, we specialize in Madico solar control films for residential and commercial properties throughout the Omaha area. We'll assess your space, recommend the right film, and install it professionally so you start seeing results right away.

Fill out our free estimate form at <https://www.tintadvantage.com> and let's talk about how much you could be saving.