**[Insert your company logo]**

**For Immediate Release [Put release date here]**

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[Name and title of person the press should contact]

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**A Safe Haven in the Eye of the Storm**

**Advanced Window Films Add Layer of Protection against Severe Weather**



(Your City, ST) – Living and working in the south can be a challenge during the autumn storm season. Severe weather – from tropical storms to floods, and even hurricanes—can have a profound effect on our homes and businesses if we don’t properly prepare for emergencies. And the quest to stay safe can be costly.

Recent statistics show that natural disasters cause upwards of $140 billion annually in property damage throughout the U.S., with the south being particularly vulnerable. This is one of the reasons southern homeowners and business owners spend thousands of dollars each year on severe weather protection measures, more than residents of most other parts of the country.

But enduring a stormy autumn in any region of the country does not have to break the bank. Thanks to recent advances in nanotechnology, new window films from companies like 3M can provide an extra layer of protection and security from high winds, soaking rains and other forms of severe weather. Plus, they offer the additional advantage of helping reduce seasonal energy costs during the summer and winter months by blocking extreme temperatures.

Although they are not hurricane resistant, these films can help reduce wind damage while offering plenty of other advantages as well. The films are designed to make window glass more shatter-resistant so, in the event of a high winds or other forms of severe weather, they protect against flying shards of broken glass, debris and water penetration. It is crucial for homeowners and business owners to limit these types of hazards, both for the safety of their employees and for the life of their property.

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“Investing in storm protection is a critical piece of safeguarding your home or business, especially when you live in a part of the country with unpredictable weather like we do in the south,” says [your name], [owner/president/title] of [your company name], a 3M authorized window film dealer based in [city name]. “Today’s advanced window films let you have that piece of mind for a lot less money than you might expect. Many people don’t realize that window films do a lot more than keep the heat at bay.”

According to [your name], high-quality window films like those produced by 3M can offer the additional benefit of reducing energy costs as well. “Increased storm protection and reduced utility bills, all for a fraction of the price of replacing the existing windows in your home or office. That’s what makes these products a real win-win,” he says.

For more information on recent advances in window film technology and how they may be able to save your home or business from severe weather, visit [your web URL] or call [your phone number].

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