**[Insert your company logo]**

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

**Media Contact:**

[Name and title of person the press should contact]

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**Advanced Window Films Provide Burglary Protection for**

**Homes and Businesses**

(Your City, ST) – Burglaries occur once every 13 seconds in the United States, according to recent FBI statistics. Many of those crimes are smash-and-grab burglaries, with criminals breaking windows to gain easier access to a residence or business. Yet, recent advances in technology are now allowing business and homeowners to turn weak, vulnerable windows into durable, protective shields against break-ins.

“Windows shouldn’t be the weakest link in a building. They should be the first line of defense. Fortunately, modern advances in nanotechnology and high tech polymers today allow us to produce window films that can make windows strong enough to foil even the most determined criminals,” says [your name], [owner/president/title] of [your company name], an authorized window film dealer for 3M, which is one of the company’s leading this industry. “Films alone can’t prevent break-ins, but they do act as a deterrent by slowing down access, which encourages burglars to move on and to choose an easier target.”

While security and safety window films are often overlooked, they can be effective tools in a homeowner or business owner’s safety arsenal. Combined with a high-quality security system, window films provide a proven and cost-effective weapon against burglaries.

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They are aesthetically pleasing as well. Compared to iron bars and other deterrents, safety and security films are essentially invisible, so they help retain the beauty and integrity of a building’s exterior. This means they won’t violate any zoning or homeowner association codes. 3M window films, which are available in Ultra Prestige, Ultra and Safety options, are also designed to help hold glass fragments together, thus reducing potential injury from flying glass.

Some films even include sun control features, which provide increased energy savings along with enhanced security. 3M’s Ultra Prestige Series, for example, has micro-layered, tear-resistant technology, which allows up to 70 percent of visible light through the windows while rejecting up to 60 percent of heat penetration. They reduce hot spots as well by rejecting up to 97 percent of infrared rays.

“It is a smart move for any business owner or homeowner to invest in films like these, and 3M’s products are the best ones on the market,” [your name] says. “You never know when you’ll be the victim of a burglary, and an alarm system simply isn’t enough of a shield these days. It is worth the investment in window films just to feel as safe, secure and protected as possible.”

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

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