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Attention Holiday Shoppers: Laminated Glass Protects Gifts Stored In Parked Cars

DETROIT, November 20, 2006 — With “Black Friday” looming, holiday shoppers need to be aware of potential thieves lurking around shopping center parking lots. According to the U.S. Department of Commerce – Office of Security, historically the holiday shopping season is one of the highest crime periods of the year. During this time of year, many gifts are stolen from parked vehicles.

Research by the Enhanced Protective Glass Automotive Association (EPGAA) shows vehicles equipped with laminated glass in side and rear windows, or roof applications, can protect items such as holiday purchases from being stolen out of a parked car.

“Laminated glass is a technology with many benefits, including vehicle security, which is extremely important during this time of year,” said Pete Dishart, EPGAA president and global product manager for PPG Industries, Inc. “No one wants to experience the feeling of returning to their vehicle only to find a shattered window and their holiday gifts missing.”

With a tough plastic interlayer between two glass panes, laminated glass significantly increases resistance to vehicle intrusion. The EPGAA states that compared to tempered glass, which can be shattered in about one-tenth of a second, laminated glass can protect the vehicle and the objects within for about 30 seconds — enough time to deter most would-be thieves.

Consumers can learn about laminated glass and find out if their vehicle is or can be equipped with laminated glass by visiting www.epgaa.com.

Over the past 10 years, laminated side window glass has become a mainstream technology in the automotive industry, appearing on approximately 1.3 million vehicles produced annually, representing eight percent of total vehicles sold in North America.

Additional benefits of laminated glass include:

Sound Reduction

Laminated glass reduces the transmission of outside wind and road noises, keeping the car interior quieter and more comfortable. Acoustic studies note that laminated glass reduces interior noise by three to four decibels, allowing for better conversation and use of entertainment equipment. This benefit allows automakers to offer consumers a vehicle with additional value without significantly increasing the cost of the vehicle.

Laminated Glass Solar Benefits – 2

Safety

According to the National Highway Traffic Safety Administration (NHTSA), when used in a system that includes side curtain air bags, laminated glass could help save up to 1,300 lives annually and reduce occupant ejection in accidents involving vehicle rollovers.

Thermal

Vehicles equipped with laminated glass can easily add infrared (IR) coatings to block IR heat energy. Testing has shown when vehicles equipped with these coatings are parked in the sun with the windows closed, the laminated glass reduces the effects of solar heat on the vehicle. Test results prove the interior of the vehicle can be up to 18°F cooler than if the side windows were equipped with untreated tempered glass.

Ultraviolet

Comprehensive testing conducted by the EPGAA proves that cars with laminated glass can protect passengers from harmful ultraviolet (UV) rays, which have been associated with skin cancer. The testing has found that laminated glass screens up to 95 percent of damaging UV rays, providing UV protection equivalent to 50+ SPF sunscreen, compared to tempered glass which only blocks up to 66 percent.

In addition to protecting skin, the blocking of UV light by laminated glass provides protection to the interior of vehicles. Laminated glass minimizes the effects of UV rays in causing interior vehicle fabric colors to fade and degrade, leather to age, and plastic and wood to crack.

About the EPGAA

The Enhanced Protective Glass Automotive Association (EPGAA) is composed of interlayer and glass providers whose purpose is to provide information and overall education on the development of laminated glass for added vehicle security, occupant comfort and safety. Currently, DuPont Automotive; Glasstech, Inc.; Guardian Industries Corp.; PPG Industries, Inc.; Saint-Gobain Sekurit; Sekisui America Corporation; and Solutia Automotive are members of the EPGAA. For more information on the EPGAA, visit www.epgaa.com.

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Editor's Note: For video demonstrating the security benefits of laminated glass, please contact Stefanie Allen at 248-641-1446 or sallen@eisbrenner.com, or visit <http://www.epgaa.com/main.htm#newsroom>.