

Custom Decorative Films from Solar Gard®

Unlimited design possibilities.
Unlimited profit opportunities.

Introducing Custom Decorative Films from Solar Gard®,
exclusively available to the Panorama® Elite Dealer Network.

Solar Gard is very excited to offer Panorama Dealers this revolutionary product option, a first among major window film manufacturers.

Please note: the dedicated team handling this new decorative line will be referred to as "SG Decorative Films" (SGDF).

Commercial FAQs

Who is Solar Gard offering this custom printing capability to?

The U.S. Panorama Dealer Network will be offered exclusive access to Solar Gard custom decorative films.

Where will the product be shipping from?

Product will be shipped from Southern California.

What does the entire process look like, from the moment of identifying a project to final installation (including timeframes)?

1. Dealer identifies a design project and end user.
2. Dealer sends critical inputs to SGDF (picture, dimensions and elevations, base material film) via an online form accessible through the new Dealer Portal. The "Photo Measures" mobile app is a great tool for taking measurements, and can be downloaded from the App Store ([iOS devices](#)) or Google Play ([Android](#)). For more information on the use of this app, [watch this video](#).
3. SGDF provides response within 24 hours of receiving critical inputs. SGDF estimates project pricing and timeframe to make the film and have the project installed.



4. SGDF sends Dealer a sample on glass, as well as dimensions / elevations information by email. Dealer prints and signs document to approve both glass sample and dimensions / elevations information. End user also signs document to approve, and Dealer returns signed document to SGDF by email at orders@sgdecorativefilms.com.
5. To ensure accuracy, SGDF will request finalized dimensions / elevations information from Dealer after end user has approved Dealer's quote. A final SGDF quote and elevations information will be provided to Dealer within 72 hours.
6. Dealer places the PO. At this point SGDF will charge 50% of the total invoice to Dealer's credit card.
7. SGDF will produce the printed film, issue the installation instructions, and send to Dealer. Along with the shipment the remaining 50% of the invoice – plus shipping costs – will be charged to Dealer's credit card.
8. Dealer installs the project film.

In which market segments should Dealers focus their attention?

- Solar Gard believes the highest opportunity for success with custom decorative films lies in the commercial arena, i.e., interior decorative glass sections in office buildings, meeting rooms, hotel lobbies, retail spaces. Specific to retail environments, different functionalities can be combined – for example, a storefront could be hidden from the outside with a Clear Frost design, but also outfitted with monthly ad campaign graphics.
- Residential is typically characterized for this type of service by longer decision cycles, and very small project sizes.

If a Dealer feels that SGDF should take over the communication and coordination with an end user, can this be done?

Yes, at no extra cost to the Dealer. At the end of the discussions around artwork and sampling, SGDF will pass back communication to the Dealer (informing Dealer of any changes to scope).

Is there any minimum size to any project?

No, but there will be a minimum invoicing amount, based on printed film only (not including artwork, extra samples, etc.), which is \$350.

What is the end deliverable a Dealer will receive?

The finished product will arrive with installation instructions.

Does a Dealer earn Partner Points or money towards Co-Op when purchasing custom printed film?

No.

Can a Dealer buy the base material film from Solar Gard and then supply that to print on?

No. The entire supply chain / production process is handled by Solar Gard / SGDF, including raw material, overprinting, and supply of all material needed for installation.

Are designs that have been quoted and / or installed saved?

To provide valuable access in the event of a broken window, etc., designs are kept in a database for a period of three years. After that period a Dealer will need to go back to the job and start from step 1 again.

Can SGDF replicate standard designs, i.e., the 3M Fasara line?

- Yes, but the true benefit of custom printing is that it allows for limitless possibilities. Panorama Dealers are encouraged to always try and “push beyond” standard patterns, as custom designs create higher value for the end user (and higher profits for the Dealer!).
- Custom gradients (a very hot trend right now) can also be produced with SGDF and – unlike through other suppliers – are not limited to 50” or 60” widths. Have an end user looking for top-to-bottom coverage with different densities throughout the window? SGDF offers Dealers a perfect solution for these projects.

If an end user is undecided on a preferred look, can SGDF concept and suggest a design?

- Yes. Spec artwork will be charged at a rate of \$125 per hour (minimum of 2 hours), and does not include the purchase of separate images or stock photography.
- Dealer and / or end user can supply photos, sketches, etc., to help communicate the design intent.

What price are Dealers being charged for custom-printed film?

- The price for printing any design on standard films is \$7.50 per sq ft, and does not include shipping of the final product.
- The standard Solar Gard films are 4 Mil Clear, 4 Mil Graffitigard®, 6 Mil Graffitigard, White Opaque, Clear Frost and Deep Etch.
- This price includes two samples on glass for review.
- This price also includes the support mentioned in this FAQ document, sampling, any design.
- This price covers the area that is supplied to you.
- For larger projects, typically 3,000 sq ft+, discounted pricing will be considered.
- Any extras, i.e., spec artwork mentioned above, more than two samples on glass, will be additional charges.

Is sampling included in the above price?

- Two 12”x12” glass samples are included in the price.
- If more samples are required, these will be charged at \$75 per sample, plus shipping.

Is sampling on glass always required?

- Typically yes, because this is custom production and not standard printing (in which sample pages of standardized designs are provided). Glass samples provide a clear picture of the quality / resolution of the provided artwork, and designers / architects also prefer this option to see how the final product looks on the glass substrate.
- In some cases, however (with simpler designs or when an end user doesn’t require the sample on glass), a film sample can be provided. This doesn’t change the pricing mentioned above, in which two samples on glass are always included.

What warranty is provided?

A one-year warranty is provided.

Technical FAQs

What are the base material films on which SGDF can custom-print?

- Initially, Dealers will have the option of printing on the standard films of 4 Mil Clear, 4 Mil Graffitigard, 6 Mil Graffitigard, White Opaque, Clear Frost and Deep Etch.
- At a later stage (timing TBD), SGDF will also offer printing on other base material films.

What type of picture formats will be accepted?

- Standard PDF or JPEG, AI, PS, PSF, etc., are fine, as these can be converted into vector artwork. SGDF will work together with the Dealer and end user to ensure files submitted are acceptable, and will advise on any questions.
- Low-resolution files, i.e., an iPhone shot of a Pinterest image or something found in Google images, will not work.

How wide can SGDF provide custom-printed film?

- At this time, SGDF can provide custom-printed film in any width up to and including 60".
- In the future wider widths will be an option, and Dealers will receive an announcement when available.

When printing on a 60" wide base material film, can artwork be printed from 0" to 60"?

No, typically there will be an unprinted section of approximately 1" on the left and right sides across the width of the roll.

If the design includes darker colors, i.e., dark blue or red, does a Dealer need to be concerned about absorption on certain types of glass?

No, as typically custom-printed film is applied on interior glazing. When applied on exterior glazing, please let SGDF know, as these projects will be treated on a case-by-case basis.

What is "bleed," and is it included in the printed film?

Bleed is 1-2" of extra printing, beyond where the film needs to be cut, that ensures the next section of film lines up perfectly against the previous one. It means that no unprinted edges occur in the final trimmed design. Typically bleed is applied in complicated patterns that span over a large project.

Are metallic colors possible for printing certain designs?

They are, but there are several limitations. These projects should be discussed with SGDF.

What is the difference between UV printing and solvent printing?

- Solvent printing is the traditional standard, proven over many years of refinement. A versatile option on most materials from paper to edibles, a solvent print solution can be the perfect choice depending on project requirements.
- UV printing is fast becoming the new standard due to some key benefits. With a wide range of colors and ability to print very detailed images, UV printing is proving itself to be a good alternative, depending on the application.
- Each order will have different requirements, but rest assured that SGDF will always apply the best option for production.

Dealer Support FAQs

What sort of marketing support can Dealers expect to support this product line?

- Handling projects and processing orders
 - ▶ Online submission form, in which the following critical inputs will be requested:
 - Project site photos (may be taken with iPad, iPhone, Android devices, etc.)
 - Elevations and measurements (can be provided by downloading the “Photo Measures” app)
 - Base material selection (Clear Frost, 4 Mil Clear, etc.)
 - Other relevant information given or required by the end user
 - ▶ Decorative project tracking dashboard
 - Project dashboard reflecting status of all active projects (samples provided, price quoted, etc.)
 - Will be sent weekly to Dealer email address on file
 - ▶ Secure online payment portal
- Guidelines in final product package on appropriate tools to be used in installation (typical with window film, but still want to advise on the best tools for the project)
- Custom-printed film introductory material
 - ▶ (2) 8.5” x 11” pieces of printed film to all Panorama Dealers who participate in launch webinars
 - First will demonstrate technical capabilities: white-print shading and gradient information
 - Second to show level of detail, color and visual appeal
 - ▶ Same film samples as above, but installed on 12”x12” glass, for Panorama Dealers who book their first project
 - ▶ Digital “lookbook”
 - Compilation of project photos highlighting custom possibilities
 - ▶ Moving forward, more support material will be implemented
- End user – future
 - ▶ Decorative solutions microsite on www.solargard.com
 - Homepage showcasing custom decorative capabilities, with installation gallery that models distinction between traditional decorative films and this custom option
 - Additional pages with success stories (as projects are produced and installed)
 - Will need Dealer support to build these assets
 - ▶ Solutions brochure

www.solargard.com/us

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