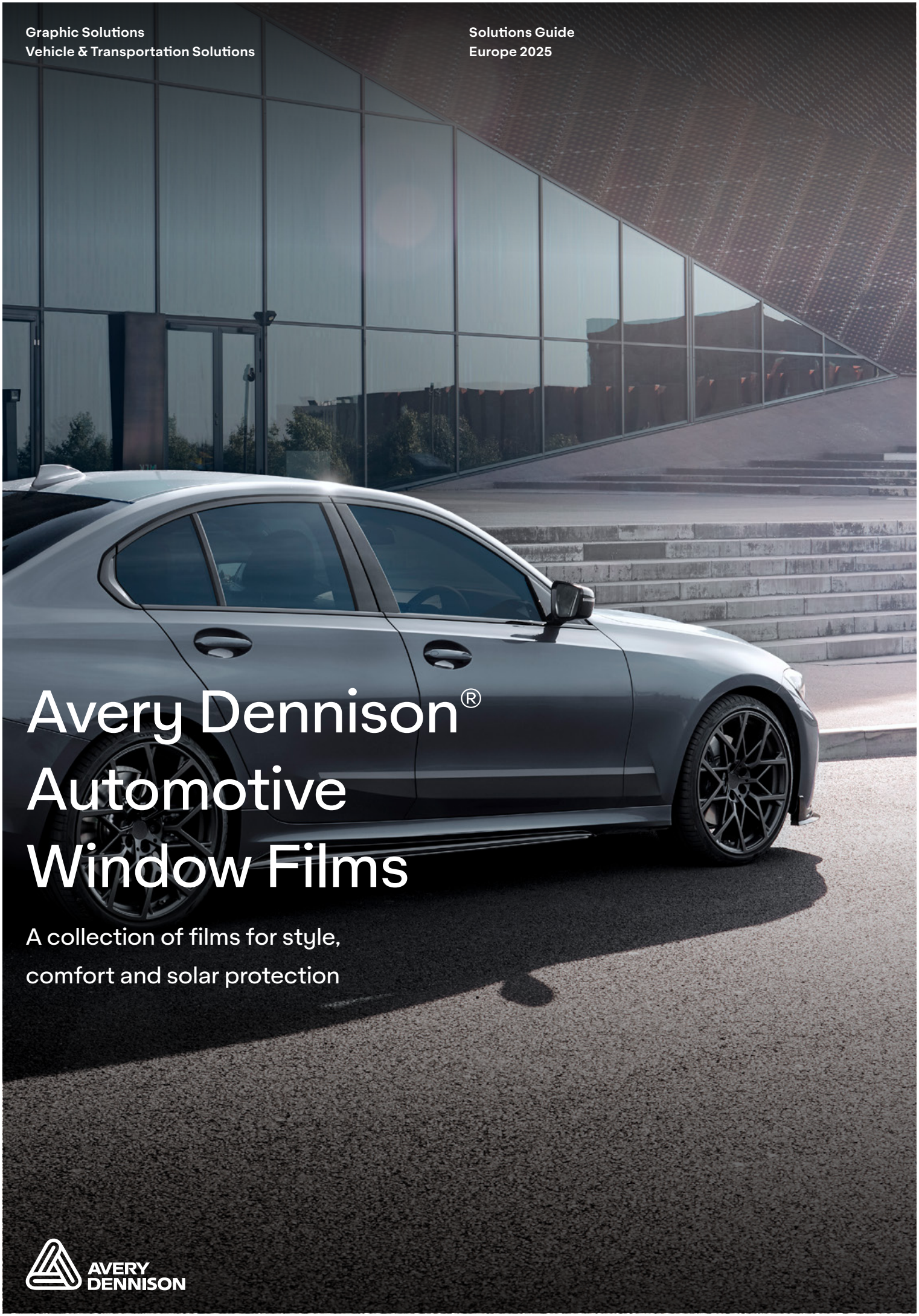
Graphic Solutions
Vehicle & Transportation Solutions

Solutions Guide
Europe 2025



Avery Dennison® Automotive Window Films

A collection of films for style, comfort and solar protection

AVERY DENNISON

A collection of films for style, comfort and solar protection

Automotive window films have grown in popularity as car owners seek ways to customize their vehicles for improved aesthetics and privacy.

Your needs and preferences will determine which window film is the best for you.

Avery Dennison Automotive Window Films are based on over 35-years of innovation, delivering products that your business and customers can trust. Our films are durable, and consistently convey ease of application and clean removability.

Discover the full collection of Avery Dennison Automotive Window Films

Whether you are looking for a window film to be applied on a personal vehicle, commercial fleet or even on a boat, Avery Dennison will offer you the most suitable product.

- Heat reduction will improve your comfort and save energy.
- Solar properties will protect you against 99% of harmful UV.
- Glare reduction will improve your visibility on the road.
- Different shades will improve your privacy and aesthetics of your car, according to your preference.

High Performance Films

Exceptional style and solar performance

High-performance films are made with a combination of a metal layer and a dyed film. Therefore, these films are the favorites when you are looking to improve the aesthetic of your car. They also provide a superior solar performance vs non-reflective. Within this series there are two different families: Avery Dennison AWF HP Pro, for premium aesthetics & performance and Avery Dennison AWF HP as an economical alternative.

Features & Benefits

- Superior aesthetics and durability over time. The films won't fade into purple.
- Broad range of shades to deliver you the most suitable privacy level.
- Excellent heat-shrink properties for easy installation.
- Premium heat rejection to keep your car cool and comfortable.
- Up to 94% glare reduction to improve your visibility on the road.
- 99% UV block will keep you and your passengers protected from the harmful lengths.

Application Areas

Glass substrates:

- Private vehicles
- Commercial fleet vehicles
- Leisure boats

Avery Dennison AWF HP Pro

Optical & Solar Propertiess[1]

Product	Ultra Violet Block	Visible Light		Glare Reduction	Selective Infrared Rejection[2]	Infrared Energy Rejection[3]	Shading Coefficient	Total Solar Energy			
		Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
HP Pro 05	> 99%	5%	8%	94%	71%	51%	0.44	8%	16%	76%	64%
HP Pro 15	> 99%	15%	7%	83%	54%	40%	0.55	7%	30%	63%	53%
HP Pro 25	> 99%	25%	7%	72%	53%	39%	0.57	8%	35%	58%	50%
HP Pro 35	> 99%	37%	8%	58%	56%	41%	0.64	8%	40%	52%	45%

The cool, non-fading color tone of HP Pro automotive window films are offered in four VLT levels.

This image has been simulated and is not actual product comparison.

Avery Dennison AWF HP

Optical & Solar Propertiess[1]

Product	Ultra Violet Block	Visible Light		Glare Reduction	Selective Infrared Rejection[2]	Infrared Energy Rejection[3]	Shading Coefficient	Total Solar Energy			
		Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
HP 05	> 99%	6%	7%	94%	72%	53%	0.44	8%	17%	75%	62%
HP 15	> 99%	14%	7%	85%	56%	42%	0.53	10%	26%	64%	55%
HP 30	> 99%	30%	8%	68%	55%	41%	0.58	10%	33%	57%	50%
HP 40	> 99%	38%	9%	57%	52%	39%	0.63	10%	39%	51%	46%

*We offer common EU sizes (60'' =1.524m/ 30"=0.762m/ 20"= 0.508m)

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Non-Reflective

Non-Reflective films are designed to improve your privacy while maintaining a more natural appearance of the glass. This is what is called the non-mirror effect. As those are metal-free films, they will not interfere with any radio or GPS signal. The NR Pro series is boosted with nanotechnology which delivers high durability.

Features & Benefits

- Enhances style and privacy with minimal mirror effect.
- Four different shades available for the most suitable customization.
- 99% UV block will keep you and your passengers protected from the harmful lengths.
- High-end stable graphite color boosted with nanotecnology.
- Metal-free film with zero interference with electronics.

Application Areas

Glass substrates:

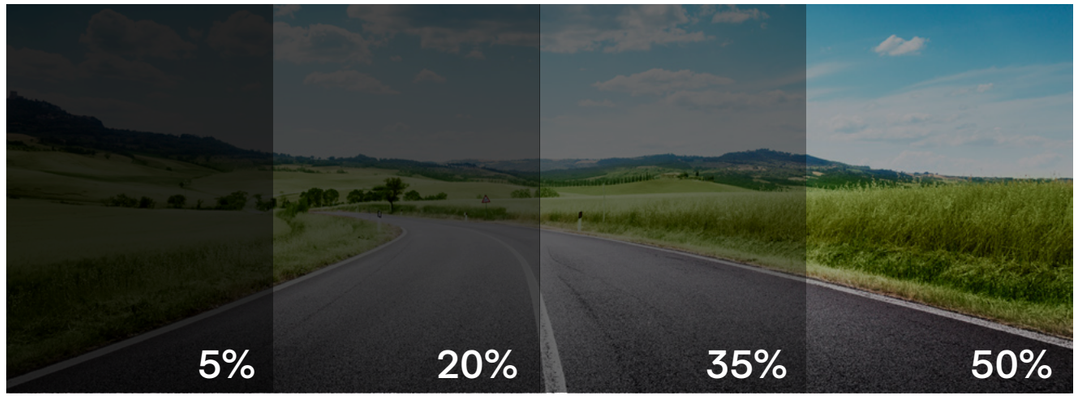
- Private vehicles
- Commercial fleet vehicles
- Leisure boats

Avery Dennison AWF NR Pro

Optical & Solar Propertiess[1]

Product	Ultra Violet Block	Visible Light		Glare Reduction	Selective Infrared Rejection[2]	Infrared Energy Rejection[3]	Shading Coefficient	Total Solar Energy			
		Transmitted	Reflected (Exterior)					Reflected	Transmitted	Absorbed	Rejected
NR Pro 05	> 99%	6%	7%	94%	60%	43%	0.50	7%	25%	68%	57%
NR Pro 20	> 99%	22%	7%	76%	50%	37%	0.60	7%	37%	56%	48%
NR Pro 35	> 99%	37%	8%	58%	46%	34%	0.68	7%	45%	48%	41%
NR Pro 50	> 99%	52%	8%	39%	39%	29%	0.74	8%	55%	37%	36%

*We offer common EU sizes (60'' =1.524m/ 30"=0.762m/ 20"= 0.508m)



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RECOMMENDED
SKIN CANCER FOUNDATION
Excluding
AWF HP*

EWFA
EUROPEAN WINDOW FILM ASSOCIATION
A CHAPTER OF THE IWFA

[1] For information on warranty terms, exclusions and certain limitations that apply please see the applicable product data sheets and other literature and bulletins on our european website.
[2] Performance results are calculated on 1/4" (6mm) clear glass using NFRC methodology and LBNL Window 5.2 software, and are subject to variations in process conditions within industry standards.
[3] SIRR - Selective Infrared Rejection: the percentage of IR radiation that is not directly transmitted through a glazing system.
Calculated as %SIRR = 100% - % Transmission (@ 780-2500nm)
[4] IRER - Infrared Energy Rejection: the percentage of Near Infrared Energy Rejection as measured between 780-2500nm.
Calculated as the TSER over 780-2500nm: %IRER = 100% - 100*SHGC (@ 780-2500nm).
[5] Colors and tinting level are an approximate match. For a true color reference, please refer to the actual film sample.

graphics.averydennison.com/eu-en

#MakingPossible

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