

# HDclear: High definition, optically clear decorative film



The next generation of  
decorative window films  
[www.hdclearfilm.com](http://www.hdclearfilm.com)







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# High definition decorative film for flat glass applications

HDCLEAR PROVIDES CUSTOM SOLUTIONS FOR DECORATIVE AND ARCHITECTURAL PRIVACY FILMS. UTILIZING THE LATEST TECHNOLOGIES IN MANUFACTURING, DESIGN, PRINTING, AND FINISHING, POSITIONS HDCLEAR AS THE INDUSTRY'S MOST ADVANCED CUSTOM DECORATIVE FILM PRODUCT.

## WHAT MAKES HDCLEAR DIFFERENT?

HDClear combines true optically clear polyester film (PET) with a full color high definition printing process. The process can employ up to three layers, allowing such an attribute as proper viewing from both sides of the glazing, while allowing natural light to flood through. The optically clear polyester film outlasts and outperforms all traditional vinyl graphic applications to flat glass.

## OPTICAL CLARITY POLYESTER FILMS

The HDClear PET substrate is a true polyester based blast mitigation film with almost 100% optical clarity in the un-printed areas. When properly fitted to glazing, the film becomes undetectable. To put it simply, the film is virtually as clear as the glazing it is applied to. The substantial added benefit of clarity makes the images appear as part of the glazing without the inherent problems and cost of decorative laminated glass or direct-to-glass printing.

HDClear film is designed with a protective hard coat. The hard coat provides scratch resistance, a cleanable surface, and overall durability. All film manufacturing and hard coat application is done in a strict clean-room environment.

EXTERNAL VIEW



HIGH DEFINITION COLOR AND WHITE IN PROCESS INKS ALLOW IMAGES TO BE VIEWED FROM EITHER SIDE OF THE GLAZING



INTERNAL VIEW

# Outstanding impact through cutting edge technology

HDClear prints and finishes all of its decorative film in a clean-room type environment. The use of proprietary technologies throughout the entire production process has positioned HDClear as an unrivalled brand for service, innovation, and quality.

HDClear is leading the industry by setting the standard in the decorative film market.

## Benefits at a glance

- Available in widths of up to 70"
- Excellent optical clarity polyester film (PET)
- High definition UV color and white inks
- Unique print process allows images to be viewed from either side of the glazing
- Class 0 Fire Rating on printed film
- Removes 99% of all Ultra-Violet light, reducing fading of fabrics, furnishings and interiors
- 10 Year Warranty for flat glass application (conditions apply)



A TRUE TESTAMENT TO THE QUALITY AND PREEMINENCE OF HDCLEAR IS THAT IT IS BACKED BY THE INDUSTRY'S FIRST 10-YEAR WARRANTY.



# Custom white graphics and frost gradients...

AT THE FOREFRONT OF HDCLEAR TECHNOLOGY ARE THE CUSTOM MADE-TO-ORDER WHITE GRAPHICS AND FROST GRADIENTS. THESE PROCESSES TRANSLATE INTO THE INDUSTRY'S MOST VERSATILE DISTRACTION, PRIVACY, AND DECORATIVE GLASS ENHANCEMENTS.

## HDWHITE TECHNOLOGY

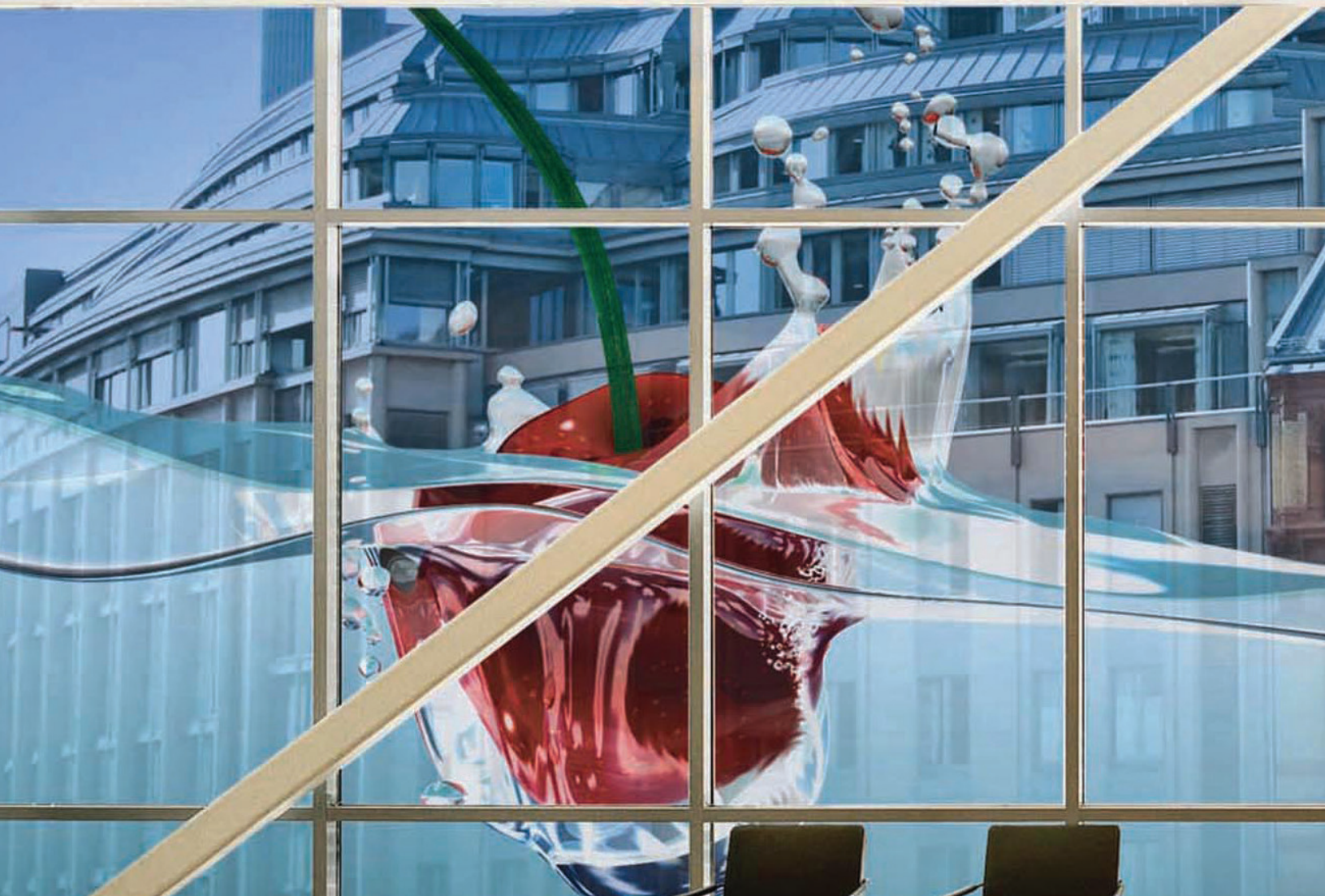
Traditionally, white graphics on glazing has to be cut and weeded from vinyl or screen printed onto film. Both processes are labor intensive and often cost-prohibitive.

HDWhite uses high-definition white printing technology developed by HDClear. This process can replicate virtually almost any image, pattern or gradient onto optically clear polyester film (PET) with stunning results and ease of installation.

## HDFROST TECHNOLOGY

Designers can easily call out custom frost effects to any flat glazing thanks to HDFrost. HDFrost is a high-definition print technology developed by HDClear. This process can replicate almost any image, pattern, or gradient, and involves a combination of design and print methods onto optically clear PET film. Eliminating the complicated and labor intensive process of cutting and weeding that is necessary with traditional frost film projects.





## Green benefits

# 99% UV reduction

The film itself delivers impressive performance to create better working environments with 99% UV reduction and 16% total solar reduction.

HDWhite keeps your building cooler and more comfortable while protecting your decor. The PET is an environmentally friendly polymer, safe and non-toxic and easily recycled.







# Service and support

BEHIND ANY GREAT PRODUCT, THERE MUST BE MATCHING SUPPORT AND SERVICE. HD CLEAR STRIVES TO PROVIDE UNRIVALED SERVICE AND SUPPORT THROUGH DEDICATED TEAM MEMBERS.

## PROJECT MANAGEMENT

Every HD Clear project is assigned a project manager. Our dedicated and professional staff is trained to see each project through every step of our process. By dedicating one manager to each project ensures the accuracy, quality, and on-time delivery of your order.

## CREATIVE TEAM

HD Clear houses its own creative team. Our designers are well versed in various disciplines of design, art, and production. Their priority is making sure every HD Clear project has a WOW factor.

## MANAGEMENT TEAM

The management team at HD Clear has over 45 years of hands-on business ownership in the fields of marketing, printing, and design. This range of talent and experience continues to ensure the best possible decorative film.

## IN-HOUSE PRODUCTION

In-house production facilities allow every project manager and designer access to the production process at all times. With a product as dynamic as HD Clear, in-house production accommodates the necessity to run multiple live samples of a project to test properties such as light transmission, opacity, and optimal color matching in order to ensure superior results.

## TECHNOLOGY

HD Clear film is proudly made in the USA in a strict clean room environment and is printed and finished with state of the art equipment. HD Clear is the most technologically advanced decorative film on the market.



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decorative window films



**HDclear**<sup>™</sup>  
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