

## Why are UV barriers so important?

It is well known and undisputed that UV (ultraviolet) light produced by the sun and indoor lighting effects everything it touches. This is not exclusive to mere sunlight but also includes all indoor lighting as well. At times, these effects are subtle and even unnoticeable, other times they are radical changes and can be experienced very dramatically. These changes can also occur instantly or slowly overtime. Regardless, these effects begin immediately after contact and continue for the entire duration of exposure.

We have all experienced the effects of UV light even in our own homes. A classic example of this would be during remodeling from removing an old picture that has been on the wall for years and noticing the shape of the picture still imprinted on the wall. The paint around the picture has been dulled and faded due to UV exposure, yet the paint underneath is unscathed.

Consider the beverage makers who spends millions of dollars perfecting a specific aroma and taste in R&D efforts and preservatives, only to find that exposure to an environmental element like UV light significantly altered or in the worst case, completely spoiled it.

For example, wine is very susceptible to UV light and significant efforts have been made to control exposure. It is thought that the Romans first begin using caves for storing and aging wine, which were later discovered by the French. The French found these abandoned Roman caves and adopted this tradition. The caves were ideal for maintaining environmental variables like humidity and temperature, but today it is also known to have an added benefit by limiting external UV light exposure. Wine manufacturers still use caves for aging and they are growing increasingly popular even amongst the public.

Now imagine having to safely store and display something of extreme value, whether monetary or sentimental, like a work of art, historical document or family photo. These are also subject to the effects of UV exposure from indoor and outdoor sources if not protected. The original beauty and vibrancy the author had intended should be maintained overtime, not reduced and discolored.

Sure, attempts can be made to limit exposure throughout the manufacturing and distribution process all the way to the end user, but there has to be an easier solution to the problem. Our solution: providing a UV blocking barrier to the packaging.