

3M Scotchshield Window Film Video News Release
(August 29, 2002; length about 1:50)

Suggested lead-in:

Most victims of terrorist bombings suffer “secondary blast injuries” from flying debris, especially glass. For example, an estimated 80 percent of the injuries in the 1995 attack on the Murrah Federal Office Building in Oklahoma City were caused by millions of glass shards from shattered windows.

Fade in

1. Exterior shot from street level showing busy sidewalks and high-rise commercial buildings with lots of windows. Bomb-conscious engineers would prefer buildings with as little glass as possible, but that would ignore the strong human need for light and a view. Now they’re retrofitting building windows with a thin but super-tough film that helps protect against injuries from glass shards.
2. Interior shots showing workers installing Scotchshield in existing windows. Called Scotchshield Ultra, the film doesn’t make windows bomb-proof or keep the glass from breaking—but it does significantly reduce the amount of missile-like glass shards. It is manufactured by 3M, which also makes a related product, Scotchtint.
3. File footage showing a variety of Scotchshield installations, ending with exterior shot of lobby of the Regency, the Loews hotel in New York (540 Park Avenue). Scotchshield has been installed in airports, embassies, military bases, government offices, and commercial buildings... including the Loews Regency Hotel in Manhattan.
4. Dick Hudak interview; insert CG [Dick Hudak interview—about :30:

More

- title: Customer testimonial has been recorded but selection not yet made; transcript unavailable.]
- Richard Hudak
Director, Corporate Safety & Security
Loews Corp.
5. File footage demonstrating Scotchshield's qualities, showing pliability and toughness. Scotchshield is thin and pliable—but virtually impossible to tear.
6. File footage of Scotchshield tests. Windows treated with it have been subjected to a variety of close-range explosive charges, including pipe bombs, molotov cocktails, and as much as 500 pounds of TNT—and Scotchshield kept the glass from flying apart.
7. Exterior file footage of 3M campus in St. Paul. A strong global interest in Scotchshield has helped make 3M's Consumer Safety and Light Management a fast-growing unit of the Minnesota-based company.
8. 3M spokesperson (Jeff Bradley) on camera; insert CG title: [Jeff Bradley interview—about :30: Interview recorded but selection not yet made; transcript unavailable.]
- Jeff Bradley
3M Consumer Safety and Light Management Div.
9. Interior shots showing workers installing Scotchshield in existing windows. Scotchshield and Scotchtint come as clear films and in tints and coatings that reduce solar gain and thus lower energy costs and prevent fading due to ultraviolet light.

Fade out