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News

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Solutia's enhanced decorative window film portfolio offers unlimited design possibilities

ST. LOUIS February 12, 2011 – Solutia Inc. (NYSE: SOA), a globally leading producer of specialty materials and performance chemicals, is pleased to announce the expansion of its LLumar® decorative window film program. The Performance Films division of the company will launch nine new decorative film products during 2011, complementing the current program and providing unique design solutions at a fraction of the cost of designed or etched glass. Dealers will see many of the new products for the first time at the company's Elite Vista™ Dealer Conference, held Feb 11-13, 2011 in San Diego, California.

The line extension includes window films in four categories: Frosts, Patterns, Textures and Specialties. These designs are closely aligned with decorative glazing trends, and the inherent flexibility of window films will appeal to architects and designers wanting to enhance their creative choices. Frosted and translucent finishes ensure privacy without sacrificing natural light, and colors and patterns shield private spaces while making a bold design statement, resulting in nearly limitless options for design solutions.

“LLumar decorative window film is a highly versatile solution for commercial properties and leased spaces where tenant turnover can require frequent updates,” says Wing Kwang, Solutia Performance Films global business director, LLumar Films. “It’s a semi-permanent product that’s extremely durable and virtually maintenance free, yet can be quickly removed, making it a cost-effective alternative to installing designed or etched glass.”

To demonstrate the endless design possibilities, Solutia has created a new online decorative film viewer at <http://www.llumar.com/en/DecorativeFilmViewer.aspx>. This interactive tool was designed to engage architects and designers in an eco-friendly manner and features an exclusive preview of the new products. Users can simply select a film of their choice and view it close-up or in an application. If a standard window film doesn't meet the designer's needs, nearly any LLumar film can be electronically cut to create a custom solution.

LLumar decorative window film is professionally installed by a global network of authorized dealers. Installation is fast, with minimal disruption to tenants, while quality adhesives and scratch-resistant coatings ensure a long-lasting finish that is backed by a manufacturer's warranty.

“Decorative window films can be purchased and installed year-round for new or retrofit construction projects,” explains Kwang. “They’re also a great way for our dealers to offset winter slowdown periods and bring more balance to their business.”

To learn more about LLumar decorative window films or to find a dealer near you, visit www.llumar.com.

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Corporate Profile

Solutia is a market-leading performance materials and specialty chemicals company. The company focuses on providing solutions for a better life through a range of products, including: Saflex® polyvinyl butyral interlayers for glass lamination and for photovoltaic module encapsulation and VISTASOLAR® ethylene vinyl acetate films for photovoltaic module encapsulation; LLumar®, Vista™, EnerLogic™, FormulaOne®, Gila®, V-KOOL®, Hüper Optik®, IQue™, Sun-X® and Nanolux® aftermarket performance films for automotive and architectural applications; Flexvue™ advanced film component solutions for solar and electronic technologies; and technical specialties products including Crystex® insoluble sulfur, Santoflex® PPD antidegradants, Therminol® heat transfer fluids and Skydrol® aviation hydraulic fluids. Solutia’s businesses are world leaders in each of their market segments. With its headquarters in St. Louis, Missouri, USA, the company operates globally with approximately 3,400 employees in more than 50 worldwide locations. More information is available at www.Solutia.com.

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