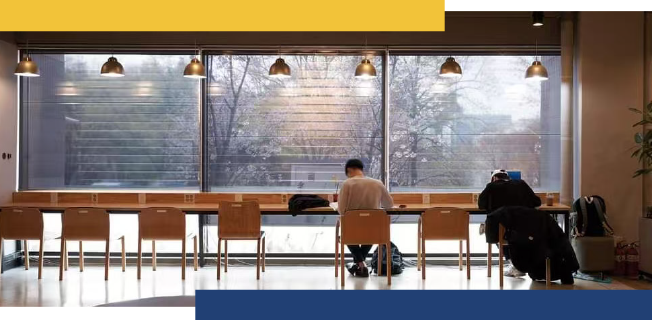
**RHODETEC Shade Films**

The next Generation of Solar Protection

Made in Germany

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**PRESS RELEASE**

For immediate Release

Chemnitz, Oktober 2025

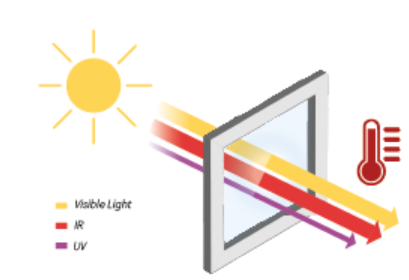
**RHODETEC launches Shade Films in the U.S. market**

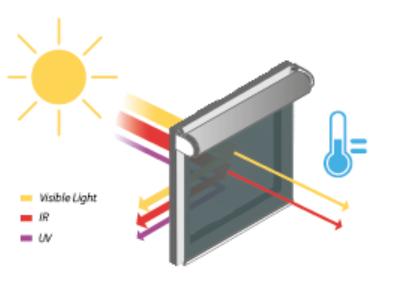
The next Generation of Solar Protection – Made in Germany

LOS ANGELES, CA / INDIANAPOLIS, IN – November 2025 –  RHODETEC, an independent German engineering company, announces its U.S. market entry with **RHODETEC Shade Films**, a new generation of high-performance solar control films engineered to improve energy efficiency, occupant comfort, and sustainability in modern buildings.

Developed and manufactured in Germany, the films combine **exceptional transparency** with **effective thermal protection**, helping architects, contractors, and facility owners meet stricter energy codes and ESG goals—without compromising daylight or design aesthetics.

**The Challenge: Comfort and Energy Efficiency in Modern Buildings**

Modern architecture celebrates open façades and daylight-filled interiors. Yet, excessive **Solar Radiation** continues to drive up cooling loads, create glare, and reduce occupant comfort. As energy regulations tighten, the U.S. market is demanding smarter, integrated **Solar Control** solutions that balance efficiency, aesthetics, and long-term durability.



**The RHODETEC Solution: High-Performance Shade Films for Sustainable Comfort**

**RHODETEC Shade Films** integrate seamlessly into windows, façades, skylights, and shading systems. By reflecting up to **84% of solar energy** and blocking more than **85% of infrared heat,** they prevent overheating before it occurs—reducing HVAC use while maintaining bright, glare-free interiors and clear outside views.

The films’ **multi-layer engineering** ensures long-term optical stability, high durability, and consistent energy performance—validated through independent testing and successful international reference projects.

**Sustainable by Design**

Engineered for **durability, low emissions, and recyclability**, RHODETEC Shade Films support leading green building standards such as **LEED, WELL, BREEAM**, and **DGNB**. By reducing heat gain and optimizing daylight control, they make a measurable contribution to **carbon reduction** and **energy savings** in both new and retrofit projects.

**A Proven Technology – Now Made for the U.S.**

With a strong record of large-scale installations across Asia and Europe, RHODETEC now brings its proven Solar Control expertise to the U.S. market.

*“The U.S. market is ready for sustainable building materials that deliver both measurable ROI and long-term performance,”* says Joerg Wolfram, CEO of RHODETEC. *“Our Shade Films represent the next generation of Solar Control — combining unmatched clarity, superior energy efficiency, and the reliability of German engineering.”*

**Key Benefits of RHODETEC Shade Films**

**Glare Protection – Without Darkness**Filters harsh light without darkening the room. Maintains optimal lighting levels and creates glare-free zones at desks and screens for greater visual comfort.

* **Heat Protection – Naturally Cooler Spaces**  
  Reject solar radiation and blocks longwave infrared heat before it enters the room. Reduces air-conditioning demand and keeps interiors cool and comfortable.
* **Crystal-Clear Views – Line of Sight to the Outside**  
  Delivers exceptional clarity without distortion or mirror effect. Maintains full transparency and supports spatial orientation and occupant well-being.
* **Less Energy Usage – Year-Round Energy Saving**  
  Improves overall building envelope performance. Cuts HVAC loads in summer and reduces heat loss in winter, helping meet energy and ESG targets.
* **UV Protection – Invisible but Essential**  
  Blocks nearly 100% of harmful UV rays, preventing fading of interior materials and reducing skin exposure — all while remaining fully transparent.
* **Natural Daylight – Pure and Balanced**  
  Preserves the full spectrum of daylight, keeping interiors bright, vibrant, and visually balanced. Improves mood and supports circadian rhythm

**Technical Highlights**

* **Total Solar Energy Rejection (TSER):** up to 87%
* **Solar Heat Gain Coefficient (SHGC):** as low as 0.13
* **UV Blocking:** nearly 100%

**Applications and Markets**

RHODETEC Shade Films are ideal for:

* Commercial office buildings and high-rises
* Educational and healthcare facilities
* Museums and cultural buildings
* Hospitality and premium residential projects
* Mission-critical control rooms (ATCTs and more)

These **Shade Films** can be integrated into different shading systems. RHODETEC also provides complementary Window Films for façades to further enhance comfort and energy efficiency.

**Partnerships and U.S. Market Entry: Shaping the Future Together**

For its U.S. entry, RHODETEC is actively seeking strong local partners – manufacturers, distributors, and dealers – to bring this innovation to market together.

Partners benefit from:

* Comprehensive technical expertise and support
* Professional training programs
* Extensive sample kits for presentations and testing
* Targeted co-marketing support

The goal: establish long-term, successful collaborations that combine local market knowledge with German engineering excellence. Together, we will deliver the next generation of solar protection – Made in Germany – to buildings across the U.S.

**About RHODETEC**

RHODETEC develops and manufactures high-performance Shade Films Made in Germany from advanced PET materials. They are designed for use in commercial high-rises, schools, healthcare facilities, premium housing, and mission-critical spaces such as control towers – providing effective heat protection, glare-free daylight, clear views, and measurable energy savings.

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**NOTE TO EDITORS:**

High-resolution images (product images, application examples, company logo) as well as detailed data sheets and case studies are available upon request or in our digital press kit at <https://www.rhodetec.de/en/footer-navigation/downloads/>