

## Meet Your Industry Partners! (ASID - CT newsletter)

When Regina Sirico and her husband renovated their home, they made sure to add skylights and banks of windows to frame their view of Milford Harbor. The effect was stunning, bright and airy.

Of course, all that beautiful glass caused afternoon glare and some costly problems. The sun faded some furnishings and finishes and created excessive heat that taxed the air conditioning system. Typical solutions such as curtains or blinds were not an option, and, at the time, the only window films available were so dark they would alter the light quality and obscure the view.

But not anymore ...

Regina Sirico is the founder and owner of Essential Glass Coatings, LLC, a provider of high quality designer and security window films and coatings to clients such as Pfizer, Sikorsky, Lexus, and AIA and ASID partners. It wasn't until the leading manufacturer in the field, BEKAERT, introduced their high end line of PANORAMA Designer Films that Regina finally applied it to her own windows.

It solved her heat, light and glare problems and provided extra protection against glass breakage. She not only became one of PANORAMA's biggest fans, she convinced BEKAERT to make Essential Glass Coatings the exclusive dealer of PANORAMA films in Connecticut.

High quality window films are standard for designer homes and businesses across the southern half of the U.S. The Northeast lags behind even though many of the same solar and security problems exist. Now, as more designers and architects recommend window films to protect the value of their clients' homes, offices and interior decor, they can turn to Regina Sirico and Essential Glass Coatings.

Recently, Regina's firm installed film at the home of Robin McGarry, an ASID member. Robin was so pleased with the results that she recommended Essential Glass Coatings to safeguard a luxury yacht and to film all 600 window panes of a Southport home. BEKAERT was happy with the results, too. They have featured the yacht on their 2004 promotional calendar.

Essential Glass Coatings prides itself in providing the high calibre service and reliable follow-through that quality projects like these demand. "We fill the gap in the high end market that until now has been served primarily by vendors whose focus is automotive window tinting," says Regina. "My team provides impeccable installation while I work closely with designers and their clients. I can even provide a tool called an Ultra Violet Test Card which demonstrates why window film is so important."

Essential Glass Coatings also has a professional referral rebate program and, in addition to PANORAMA, represents Solar Gard, ARMORCOAT and a broad range of films and coatings to solve any client problem.

For addition information or an appointment to learn how Essential Glass Coatings can solve your clients' window problems, call Regina Sirico at 203-878-TINT or toll free at (866) 264-8468.