

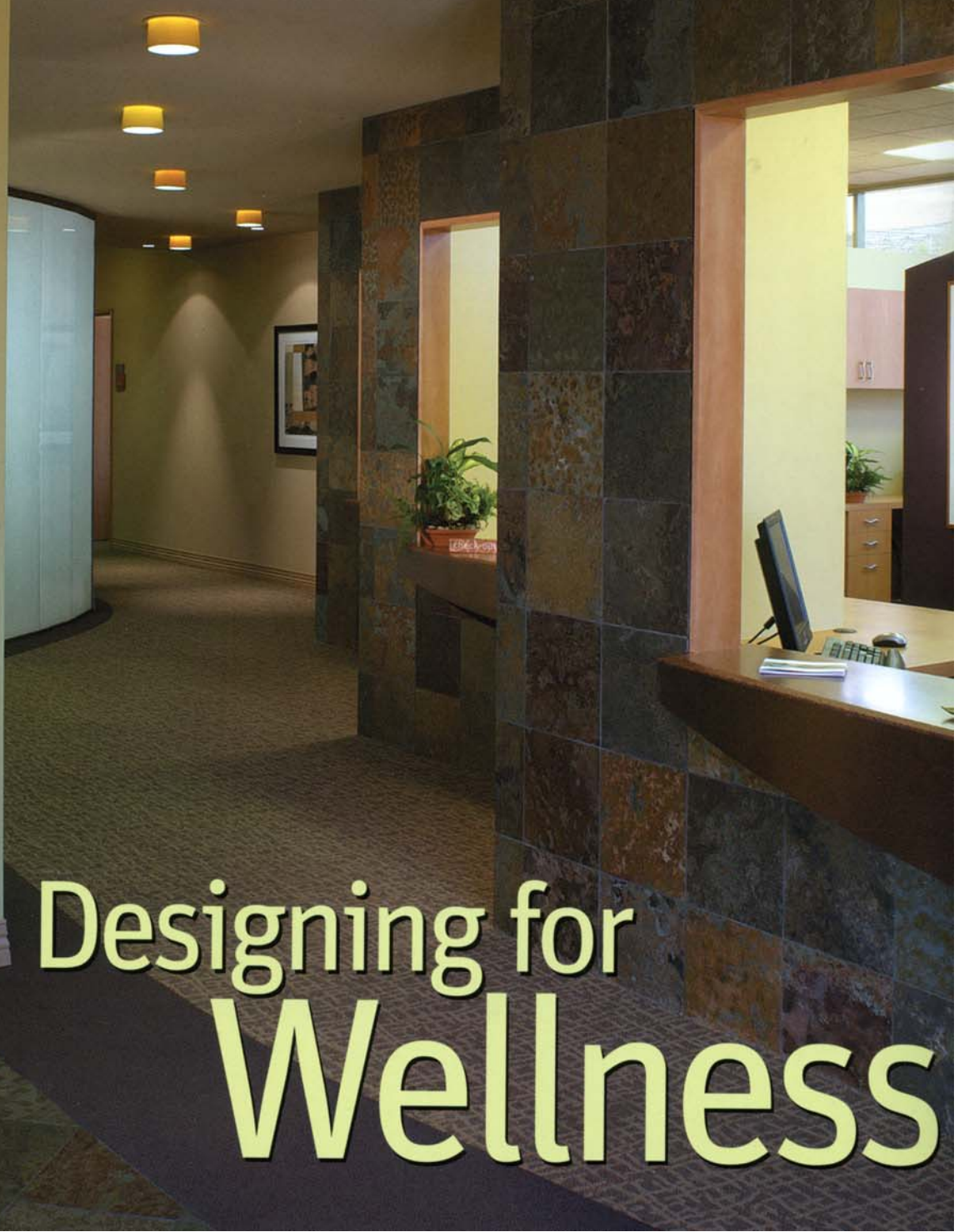
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A S I D

Icon

Designing for
Wellness

Medical Adv



Protect Your Glass

V-Kool, Inc., of Houston, Texas, distributes applied window film for commercial, residential and specialized vehicular applications. Fading damages furniture, window treatments and carpets, and can ruin greeting cards, packaged goods and clothing in the windows of retail establishments. Homes and buildings may experience the greatest fading problem during the winter. Worse yet, offices and businesses troubled by fading are also negatively impacted by too much solar energy coming through windows. The resulting heat melts candy in convenience stores and fries com-

puter and stereo equipment in the windows of home electronics retailers. Shutters, blinds and draperies can reduce the impact of fading and heat, but they also reduce visible light, often requiring the use of interior lighting, (which causes more heat and keeps air conditioners running), block the view, (which discourages prospective customers from looking through showroom windows) and require manual operation. Window film applied to existing glass can mitigate fading and heat problems. [For more information, visit www.v-kool-usa.com or call (800) 217-7046.]



Colors for the Senses

Feel which colors will enliven walls and enrich furnishings with large color sheets available in 304 new contemporary colors from **Muralo Paints**. Let clients see any suggested color with a set of two binders that comprise all of the 7½-inch by 11-inch color sheets. Muralo's Color Fashions program offers colors most desired by designers and homeowners. To select your colors, use the large sheets, 2½-inch by 5¼-inch single-color chips and quart-size tintable samples available in any

color. With Muralo's new color system, you can enjoy the best of both worlds—sophisticated selection tools and premium-quality paints that will show the beautiful colors longer. New Jersey-based Muralo, founded in 1894, has always developed products to meet demands of designers and homeowners, including Ultra Ceramic, the first flat scrubbable interior paint, introduced in 2002. [For more information, visit www.muralo.com or call (800) 631-3440.]



Each issue, the "Industry" section of *ASID ICON* profiles a selection of ASID Industry Partner companies. The profiled companies report that they receive a larger number of calls and inquiries from ASID designers after appearing in *ASID ICON*. To find new companies on a daily basis, please visit the ASID Online Industry Partner Directory at www.asid.org/product to search for new sources by product, company name, location or chapter affiliation. The online listing features company descriptions with representatives' contact information and direct links to the company's Web site. With more than 2,800 Industry Partner companies to choose from, the ASID Online Industry Partner Directory is your single best source for products and services! For more information about the online directory and other Industry Partner benefits, e-mail industry.partners@asid.org or call (202) 546-3480.