



3M Science.
Applied to Life.™

Peace of Mind with 3M™ Safety & Security Window Films

3M™ Safety & Security Window Films

Associated Watch and Jewelry Buyers – Tampa, FL

► Background

Kevin Burns would have never imagined an installation choice he made almost two decades ago would save his business in 2020. When Burns and his partner remodeled their jewelry business, Associated Watch and Jewelry Buyers in 2003, they looked for design solutions to not only enhance the store's aesthetic but also help protect its merchandise.

While researching, they came across a video of glass covered with 3M™ Safety & Security Window Film being hit with a sledgehammer without shattering. After seeing the film in action, Burns and his business partner had 3M™ Safety & Security Window Films applied to the inside of their store's exterior windows as well as the building's doors with the hope that it would provide extra security, safeguard their merchandise and reduce UV exposure, one of the main causes of fading. The virtually invisible 3M™ Safety & Security Window Films allowed the business to maintain the welcoming appearance of their storefront without the added bars or physical barriers that sometimes appear outside of jewelry stores. The window film holds shattered pieces of glass in place to help deter intruders if the window were to be damaged, providing an extra layer of security and giving Burns and his business partner peace of mind.

"I cannot say it enough – there is not a day that goes by since May that I don't walk in here and go 'This place would have been a disaster had they gotten in.'"

–Kevin Burns, Owner of Associated Watch and Jewelry Buyers



► Situation

On May 31, 2020, civil unrest broke out in Tampa, Florida, the home of Associated Watch and Jewelry Buyers. As tensions rose, looters were pounding on the front-facing windows of Burns' store with pieces of pavement they found nearby, attempting to break-in. Unable to quickly penetrate the windows and gain entry into the store, they dispersed. Not a single piece of jewelry, precious work of art, or antique found in the store was damaged or stolen that day. Unfortunately, other businesses across Tampa were not as lucky.

"If the intruders had broken the glass completely, they could have wreaked havoc in my store. The 3M™ Safety & Security Window Film helped deter their entrance by holding the shattered pieces of glass in place."

—Kevin Burns, Owner of Associated Watch and Jewelry Buyers



To learn more, contact your local 3M Authorized Installer.
Glazing Films Ltd. (03) 473 9221

Superior Performance through 3M Science.

Reduce Risk by Reinforcing Windows

Whether in a big city or a small town, thieves can victimize businesses and go after easy smash-and-grab targets — making glass doors and ground floor windows vulnerable. 3M™ Safety & Security Window Films make it more difficult for vandals to get through windows, helping to reduce losses during smash-and-grab crimes.

► 3M Solution

With customers depending on Associated Watch & Jewelry Buyers to buy and sell a variety of high-worth and treasured merchandise, the team is always looking to protect their fine jewelry assets and preserve them for years to come. 3M™ Safety & Security Window Film Ultra Series holds shattered pieces of glass in place making windows harder to penetrate.

► Results

Not long after the incident, shaken but relieved that his business was unharmed, Burns again contacted his local 3M dealer and had 3M™ Safety & Security Window Films installed on every window of his home.

For Burns, there is not a day that passes when he doesn't think about what could have been if he didn't have the film installed at his store. For 17 years, 3M™ Safety & Security Window Films have provided Burns peace of mind. In 2020, the film helped save his business. Associated Watch & Jewelry Buyers trusts 3M™ Safety & Security Window Films — and they tell all local businesses to try the product too.

Case Study Summary

Challenge: Jewelry store, Associated Watch and Jewelry Buyers needed a solution to protect their property and reduce the potential losses that could occur during smash-and-grab burglaries.

Product Selection: 3M™ Scotchshield™ Safety & Security Window Film Ultra Series

Benefits: With 3M™ Safety & Security Window Films, Associated Watch and Jewelry Buyers was able to protect its business from an attempted break-in. These films are designed to increase security by holding shattered pieces of glass together. Safety & Security Window Films make glass harder to penetrate, helping to deter unwanted individuals from entering your building. For increased levels of protection, 3M recommends using the 3M™ Impact Protection Attachment Sealant in addition to 3M™ Safety & Security Window Films.



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