

# WINDOW FILM & GRAPHICS



## WILL PULMAN

*Founder of Layr (now American Window Film) | Director of Business Development*

Founded in 2017 by Will Pulman, Layr has rapidly emerged as a leader in the window film industry, specializing in commercial applications for office buildings, high-end retailers and schools. Recently acquired by Solar Art (now American Window Film), Will Pulman remains pivotal as the Director of Business Development, driving growth in the New York market and with national retailers.

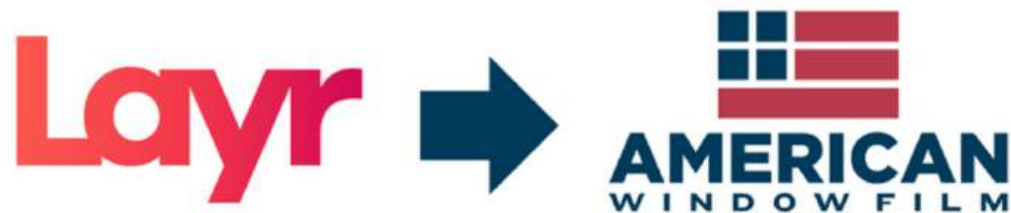
**Layr**



NY Alliance

## ABOUT US

- Over 40 full-time sales, operations & installation professionals in New York
- Layr and New York Window Film were acquired by American Window Film in 2023
- American Window Film
  - 16 offices across the US
  - 10,000+ installations annually



## PRODUCTS

1. Energy Efficiency
2. Safety & Security
3. Interior Privacy & Distraction Markers
4. Custom Printed Signage
5. 3M DINOC - Architectural Vinyl



## CLIENTS

- Commercial Property Owners and Managers
- General Contractors
- Glass Companies
- High-End Residential
- National Footprint Retailers



307 7th Avenue, New York, NY 10001

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## CONTACT US

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# PRODUCT LINES

ENERGY EFFICIENCY



SECURITY



CUSTOM PRINTED  
VINYL



ARCHITECTURAL VINYL



DECORATIVE



**Layr**

**AMERICAN**  
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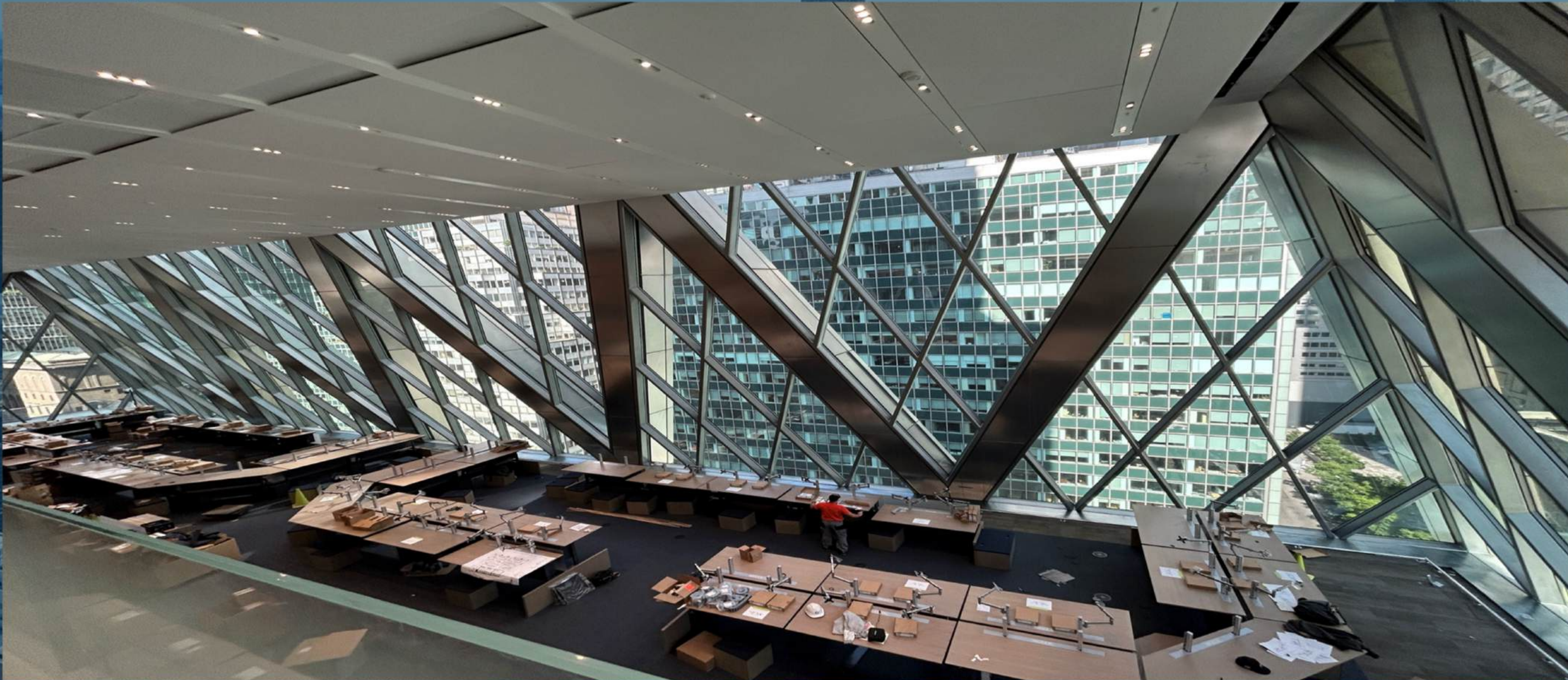
# CASE STUDY

## *Client Issues:*

- *Excessive heat and glare impacting comfort and productivity*
- *Complicated, large, custom design (seams, access)*
- *Rush timing*



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# CASE STUDY

**Layr**

**AMERICAN**  
WINDOW FILM

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## *Solution:*

- *Hands-on project management and installation coordination*
- *Custom rolling scaffolding*
- *3M Prestige 20 / 40 to reduce excessive heat and glare*
- *5 week project*



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