

INTRODUCING

PURETINT IRX

NANO CERAMIC SERIES

5 SHADES · 70 TO 5% VLT

Nano ceramic window film from the team behind Pure Protection Film.
The complete guide to the line: performance, shades and answers to
common questions.



MEET PURE TINT

Heat rejection that doesn't depend on how dark you go.

Pure Tint Ceramic IRX is window film built by the same team behind Pure Protection Film. It comes in five shades, from a near-clear 70% to a 5% limo.

The headline: every shade rejects about 97% of infrared at 940nm and about 98% at 1400nm. That means strong heat rejection whether the goal is a factory look or full privacy. Darker shades add more total solar rejection, up to about 86% at 5%.

UP TO

86%TOTAL SOLAR ENERGY
REJECTED

EVERY SHADE

~97%INFRARED REJECTED ·
940nm

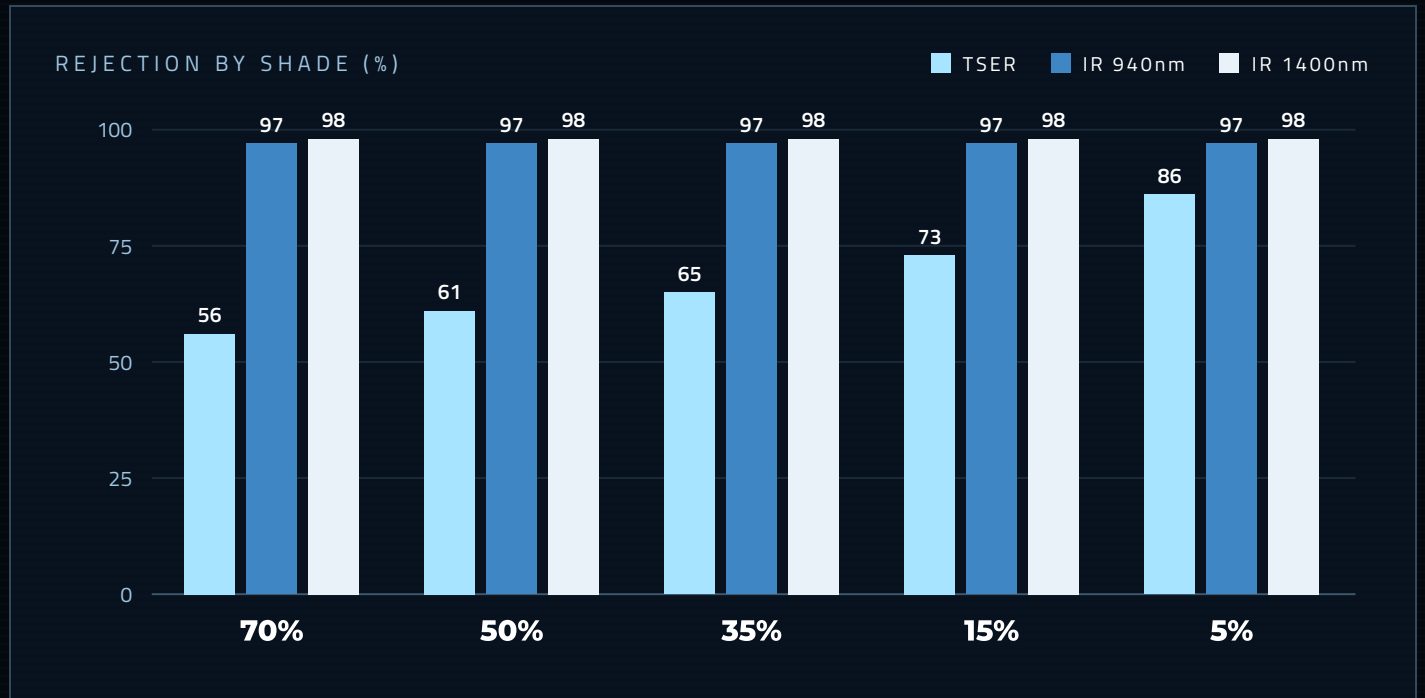
PROTECTION

99%

UV PROTECTION

PERFORMANCE

By the numbers.



SHADE (VLT)	TSER	IR 940nm	IR 1400nm	UV
 70%	~56%	~97%	~98%	99%
 50%	~61%	~97%	~98%	99%
 35%	~65%	~97%	~98%	99%
 15%	~73%	~97%	~98%	99%
 5%	~86%	~97%	~98%	99%

Values are approximate. VLT = visible light transmission. TSER = total solar energy rejected. UV protection listed as 99% for the Pure Tint Ceramic IRX line.

THE LINEUP

Five shades. One film.

Same ceramic IRX construction and the same infrared rejection across the line. The shade only changes how much light passes through, and how much total solar energy stays out.


70%

LIGHTEST · VLT

Near-factory look with full infrared heat rejection. Clear glass that still keeps the heat out.

~56%

TSER


50%

LIGHT · VLT

A subtle tint with a little more shade and a step up in total solar rejection.

~61%

TSER


35%

MEDIUM · VLT

A noticeable, balanced tint. A popular all-around choice where local laws allow.

~65%

TSER


15%

DARK · VLT

Strong privacy and a sharper look, with ~73% total solar energy rejected.

~73%

TSER


5%

LIMO · VLT

Maximum privacy and the highest total solar rejection in the line, ~86%.

~86%

TSER

Tint laws vary by state, especially for front side windows and windshields. Confirm local VLT limits before every install.

UNDERSTANDING THE SPECS

What the numbers mean.

Window film is often judged by how dark it looks. These three measurements describe how it actually performs.

01 TSER: the whole picture

Total solar energy rejected counts visible light, infrared and UV together. It's the most complete measure of how much heat stays out of the cabin. Pure Tint runs from ~56% at 70% VLT up to ~86% at 5%.

02 Infrared: the heat you feel

Infrared is the part of sunlight you feel on your skin. Pure Tint rejects ~97% at 940nm and ~98% at 1400nm on every shade, so even the lightest film blocks that burning-arm feeling.

03 UV: protection over time

UV passes through untreated glass and fades leather, plastics and trim over the years. Pure Tint blocks 99%.

KEY TAKEAWAY

Heat rejection doesn't depend on darkness.
Every Pure Tint shade blocks about 97% of infrared at 940nm.

AT A GLANCE

70%	50%	35%	15%	5%
~56%	~61%	~65%	~73%	~86%
TSER	TSER	TSER	TSER	TSER

Plus ~97% IR (940nm), ~98% IR (1400nm) and 99% UV on every shade.



BENEFITS

What Pure Tint does.

A cooler cabin

Rejects up to 86% of total solar energy, keeping more of the sun's heat outside the car.

Heat rejection at any shade

About 97% of infrared is rejected at 940nm on every shade, including the lightest 70%.

99% UV protection

Blocks the UV that passes through untreated glass, protecting skin and helping prevent interior fading.

Five shade options

From a near-clear 70% to a 5% limo, covering factory-look installs through full privacy.



QUESTIONS

Frequently asked.

Q Who makes Pure Tint?

Pure Tint is made by Pure PPF, the team behind Pure Protection Film. Learn more at pureprotectionfilm.com.

Q Does a darker shade block more heat?

Darker shades reject more total solar energy, from about 56% at 70% VLT to about 86% at 5%. Infrared rejection stays the same across the line: about 97% at 940nm and 98% at 1400nm on every shade.

Q What does VLT mean?

Visible light transmission: the percentage of visible light that passes through the film. A 70% film lets more light through and looks lighter; a 5% film is the darkest.

Q What is the difference between TSER and IR rejection?

TSER measures all solar energy (visible light, infrared and UV) combined. IR rejection measures only infrared, the part of sunlight felt as heat on the skin.

Q Does Pure Tint block UV?

Yes. The Pure Tint Ceramic IRX line provides 99% UV protection.

Q Which shade is legal?

Tint laws vary by state, especially for front side windows and windshields. Check local VLT limits before choosing a shade for each window.

Q What roll sizes are available?

40" × 100 ft and 60" × 100 ft rolls, in all five shades: 70%, 50%, 35%, 15% and 5% VLT.

NEXT STEPS

Get Pure Tint.

01 Reach out

Contact your Pure PPF representative or visit pureprotectionfilm.com.

02 Choose rolls and shades

40" or 60" × 100 ft rolls in all five shades. Contact your Pure PPF representative for current pricing.

03 Check the specs

Full performance data is on page 3 and the shade guide is on page 4.

**PURE**TINT

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pureprotectionfilm.com