

CASE STUDY: Showroom entices customers with decorative film

Building

Center Point Showroom
for Children's Clothing

Location

Jeddah, Saudi Arabia

Window Film

NRM-PS2 (Frost)

Type

Decorative Film



SITUATION

Center Point Showroom, a prominent shopping complex in Jeddah, Saudi Arabia, wanted to create a unique look for this children's clothing showroom. The idea was to have customers not be able to see inside the showroom from the outside. So, a beautifully designed window needed to pique customers' interest and entice them inside the store. Also, the store needed to protect the merchandise from fading caused by damaging ultraviolet rays.

SOLUTION

Abdulla Salman, the project manager of Center Point's western region, chose to install LLumar NRM-PS2 frost designer window film to feature the compelling designs the showroom needed and to block up to 98% of the sun's damaging ultraviolet rays. The film also offered 27% total solar energy rejection, which helps to make the Center Point Showroom cooler and more comfortable for customers.

RESULT

After the film was professionally installed, Salman felt it immediately improved the appearance and ambiance of the showroom. More importantly, the LLumar designer film achieved what both he and the Marketing Department hoped it would by providing a striking and inviting design. The store's merchandise is now much better protected, and its customers and employees are enjoying the comfort of cooler temperatures.

Performance Data

	% Total Solar Transmittance	% Total Solar Reflectance	% Total Solar Absorptance	% Visible Light Transmittance	% Visible Reflectance (exterior)	% Visible Reflectance (interior)	Winter U-value	Shading Coefficient	% Ultraviolet Ray Protection (wavelengths 280-380nm)	Emissivity	Solar Heat Gain Coefficient	% Total Solar Energy Rejected	Light-to-Solar Heat Gain Ratio (LSG)	% Summer Solar Heat Gain Reduction	% Winter Heat Loss Reduction	% Glare Reduction
Clear Glass	83	8	9	90	8	8	1.03	1.00	29	0.84	0.86	14	1.05	-	-	-
Frost Series Privacy Series films come in a wide range of colors and are ideal for commercial interior glazing applications to achieve privacy or interior design goals.																
NRM-PS2 (Frost)	69	20	11	75	25	22	1.02	0.84	98	0.84	0.73	27	1.03	16	1	17

EASTMAN

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The solar performance data reported for LLumar architectural window films was captured using the National Fenestration Rating Council's (NFRC) standard guidelines for window film solar performance measurement as measured on single pane, 1/8 inch (3 mm), clear glass. Reported values are taken from representative product samples and are subject to normal manufacturing variances. Actual performance will vary based on a number of factors, including glass type and properties. Films do not eliminate fading - they reduce it. UV rays and heat are contributing factors to fading, but other factors exist. For further information, see LLumar.com/download-library. © 2016 Eastman Chemical Company. LLumar® and the LLumar® logo are trademarks of Eastman Chemical Company or one of its wholly owned subsidiaries. As used herein, ® denotes registered trademark status in the U.S. only. (06/16) L2143