

CASE STUDY: Window Film Provides A Magic Carpet “Ride”

VISTA®
WINDOW FILM



Site

Nejad & Strauss Galleries

Location

King of Prussia, Pennsylvania

Window Film

Crystal Elegance V58

Product Series

Neutral Series



SITUATION

A huge glass frontispiece, which compellingly showcases precious oriental rugs and antiques for which the store is famous, distinguishes the flagship store of Nejad & Strauss. Glorious Persian rugs and fabulous Asian and European antiques dramatically fill the expansive showroom windows to encourage consumers to enter and make the major investment that such items commonly represent.

One summer, an extraordinarily rare Persian rug, eighteen by fifteen feet in size and valued at over \$120,000 dominated the frontispiece.

SOLUTION

As Mr. Nejad had noticed that the brilliant colors of other rugs in his previous displays had faded in the sun, he determined to take action to protect the interiors and chose to have Vista™ by LLumar® Crystal Elegance V58 Window Film installed. The virtually invisible Vista film, installed on all showroom windows, provided high visibility without color distortion. In effect, it enhanced the viewing by adding a fine sheen to the windows without creating a mirrored look from the street. But what is critically important to Mr. Nejad is that Vista blocks more than 99 percent of ultraviolet light, helping protect against premature fading* while reducing frustrating sun glare by 33 percent.

RESULT

Mr. Nejad is continually looking at the latest technological developments to make sure that he maintains the pristine appearance of his precious merchandise.

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 Reflected	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	-	-	-
Neutral Series																
Crystal Elegance V58 SR CDF	55	10	35	60	11	9	1.07	0.76	>99	0.90	0.66	34	0.91	23	-3	33

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. © 2008, revised 2016 Eastman Chemical Company. VISTA™, the VISTA® logo, LLumar®, the LLumar® logo and Enerlogic® 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) SP1092