

A better way to create privacy for patrons



SITUATION: With 65 restaurants, Morton's of Chicago is the largest company-owned steakhouse group in the United States. The key to its fine-dining success is superior food and hospitality delivered in an upscale ambiance. The management at the company's Atlanta restaurant, located downtown near the world-renowned CNN Center, wanted to provide a greater sense of privacy than its existing plain glass doors and windowed walls permitted.

SOLUTION: Traditional acid glass etching was one possible solution, but that option involved an expensive, difficult, unforgiving, and permanent process. The company's director of architecture wisely considered other options and concluded that the designer line of LLumar window film could provide all the benefits he sought at a fraction of the cost—plus design flexibility that acid-etching would not provide.

RESULTS: The local LLumar dealer created custom designs for the restaurant using two different films. LLumar NRMM PS3 black film—custom designed with the Morton's logo—was installed on the front doors. The restaurant's windows were treated with white frost LLumar NRM PS2 film, which was custom designed with an intricate pattern to enhance the restaurant's look while shielding its interior and guests from the bustling street outside.

Building
Morton's: The Steakhouse
 Location
Atlanta, Georgia
 Film
NRMM PS3 (Black)
NRM PS2 (Frost)
 Type
Designer Film

“All the benefits of etched glass—and more—at a fraction of the cost.”

Performance Data

Privacy Series

Reflective films feature reflectance on both interiors and exteriors for superior reduction in summer cooling costs and heat retention in winter. Providing a high level of glare and heat control, they are scratch-resistant, shield 99% of UV rays, and are available in earthtones, skytones, silver, and gold to meet your aesthetic goals.

	% Total Solar Transmittance	% Total Solar Reflectance	% Total Solar Absorbance	% Visible Light Transmittance	% Visible Reflectance (exterior)	% Visible Reflectance (interior)	Winter Meridian U-Value	Shading Coefficient	% Ultraviolet Rejected	Emissivity	Solar Heat Gain Coefficient	% Total Solar Energy Rejected	Light-to-Solar Heat Gain Ratio	% Summer Solar Heat Gain Reduction	% Winter Heat Loss Reduction	% Glare Reduction
NRMM PS3 (Black)	0	11	89	0	13	8	1.03	0.34	100	0.84	0.29	71	0	66	0	100
NRM PS2 (Frost)	69	20	11	75	25	22	1.02	0.84	98	0.84	0.73	27	1.03	16	1	17