

# Transformed in Less Than a Day



**SITUATION:** The World Trade Center Atlanta is a prestigious private club and prominent meeting place for many international businesspeople. Although its upscale lounge bar was often used for private functions, its clear glass entryway offered little privacy. Acid-etched glass was initially explored as a solution, but was quickly discarded on the grounds that it would be costly and disruptive to install.

**SOLUTION:** LLumar NRM-PS2 (Frost) film provides an expensive etched-glass appearance at a fraction of the price, and can be removed or replaced if future design changes require. Recommended by the building contractor, it was installed in less than a day with a customized linear motif that gave the entryway an aesthetic edge, while providing the needed seclusion.

**RESULTS:** World Trade Center members were impressed with the club's new look and added privacy, while facility management was impressed with the value and the quick, non-intrusive nature of the LLumar installation.

Building  
The World Trade Center  
Location  
Atlanta, Georgia  
Film  
NRM-PS2 (Frost)  
Type  
Designer Film

“LLumar gave us an upscale new look, and the installation was quick and non-intrusive.”

## Performance Data

### Privacy Series

	% Total Solar Transmittance	% Total Solar Reflectance	% Total Solar Absorptance	% Visible Light Transmittance	% Visible Reflectance (exterior)	% Visible Reflectance (interior)	Winter Merit U-Value	Shading Coefficient	% Ultraviolet Reflected	Emissivity	Solar Heat Gain Coefficient	% Total Solar Energy Reflected	Light-to-Solar Heat Gain Ratio	% Summer Solar Heat Gain Reduction	% Winter Heat Loss Reduction	% Glare Reduction
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