

CASE STUDY: Arturo Calle, Bogotá, Colombia

A perfect fit for retail display windows



SITUATION: A popular retail store in Bogotá, Arturo Calle uses large exterior display windows to highlight its featured products. The shop owners discovered, however, that any clothing placed in the windows faded quickly due to the sun's damaging UV rays. The sun-damaged displays had to be changed weekly. The damaged merchandise and the extra staff time needed to replace the displays each week were affecting profits.

SOLUTION: The local LLumar distributor recommended a clear UV Shield film, UV CL SR PS, with an ultraviolet rejection of 99.9%. The film proved to be an excellent solution. While it significantly reduces the fading of the clothing, it also allows window shoppers to see the product without impediment. Plus, as an added benefit, the film will help to hold glass fragments in place if the window is broken.

RESULTS: The owners and staff of Arturo Calle have been extremely pleased with the results. Since the installation of the LLumar film, the store's products can be displayed in the shop windows for much longer periods of time without damage from the sun. Shoppers are able to view the clothing just as clearly as before, not even noticing the clear shield of protection provided by the film.

Building
Arturo Calle
Location
Bogotá, Colombia
Film
UV CL SR PS (Clear)
Type
Solar Control Film

“Merchandise in our windows can be displayed much longer without sun damage.”

Performance Data

UV Clear Series

UV CL SR PS (Clear)

% Total Solar Transmittance	% Total Solar Reflectance	% Total Solar Absorbance	% Visible Light Transmittance	% Visible Reflectance (exterior)	% Visible Reflectance (interior)	Winter Merit 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
81	9	10	89	9	9	1.03	0.97	99.9	0.83	0.84	16	1.06	3	0	1

UV Clear film is the ideal solution for protecting valuables from sun damage. It provides the highest protection against harmful UV rays without altering glass aesthetics.