

Benfield Ford Showroom, Leeds, England



Installation Summary

Problem:

Excessive heat and glare

Solution:

High Performance Charcoal 22

Amount of film:

2,500 sq. ft.

232 sq. meters

Benefits:

Dramatically reduced heat and glare

Maintained natural light

Keeps even climate throughout showroom

Reduced strain on air handling system

“Solar Gard window film has made all the difference. About 75 percent of the glare is now gone, so the computer screens are much more visible and the temperature and levels of light are perfectly pleasant. We couldn’t have picked a better solution than Solar Gard.” David Cavanaugh, Benfield Ford General Manager

Solar Gard® keeps it cool in the Benfield Ford showroom

The staff at the Benfield Ford Showroom in Leeds, England pride themselves on providing customers with the best shopping environment possible - from striking displays and readily accessible information to superior customer service and knowledgeable sales staff. So when it became apparent that the large glass windows were allowing excessive heat and glare

to penetrate the building, making both the staff and customers uncomfortable, facility management wanted to correct the situation right away. However, they wanted to maintain the natural light that contributed so much to the attractive showroom.

After researching several possible solutions to their problem, the building’s architect, Browne Smith Baker, found that installing window film was the most aesthetically appealing and

economical solution. He elected to have 2,500 square feet (230 square meters) of Solar Gard High Performance Charcoal 22 installed on the expansive windows of the showroom. It was applied with minimal disruption to the store’s daily operations and produced immediate results.

The soft grey film rejects 55 percent of the total solar energy from the windows, drastically reducing the excessive glare and heat.

Employee productivity has increased, customers are able to shop comfortably and the new climate stays consistent throughout the building, taking a great deal of strain off the air handling system. The film also has a low reflectivity rating, which helps to preserve natural light and maintain the bright, airy feel in the showroom.