

## Frasers' Menswear, Midhurst, West Sussex, UK



### Installation Summary

#### Problem:

Direct UV light was damaging valuable stock and fixtures in window displays

Heat from the sun raised temperatures inside the shop to uncomfortable levels for employees and customers

#### Solution:

Solar Gard LX70

#### Benefits:

Internal temperatures reduced, creating a cooler and more comfortable shop environment

Valuable stock and fixtures in window displays is protected from fading

Shop now meets glass safety requirements with insurers after adding film to single pane glass

**"We needed a solution that would not only eliminate the fading risk to our stock, but would simultaneously reduce store temperatures, which during summer months were becoming uncomfortable."** Stuart Fraser, founder and MD of Frasers

### Solar Gard® window film is tailor-made for UK menswear specialists

For any clothing retailer, a well-presented shop window plays a vital role bringing in potential customers. The most effective window displays usually consist of high-value goods. Customers often purchase what they have seen on display.

However, goods on display in shop windows also face the highest risk of UV damage inherent in direct sunlight that typically causes clothes to fade rapidly.

Frasers Menswear, a family business supplying formal clothing to men in the UK for over 50 years, recently overcame this problem by installing solar control window film from Solar Gard.

### Large window displays at risk from sun's UV rays

With two stores in Southern England, Frasers advises and supplies for every formal occasion of any size. Serving individuals as well as groups, no job is too big or small. Frasers was recently appointed by HMS Illustrious of the Royal Navy to supply

100 dinner suits for a formal dinner.

Frasers' Midhurst store suffered from West-facing windows, which receive direct sunlight for most of the day. This was putting high-value window dressings, featuring designer suits and formal wear, at risk of UV damage and fading and making them unsellable or unrentable.

The other problem was that management at Frasers was looking for a solution to eliminate the build up of heat through the store's large glass windows, which

was making temperatures uncomfortably high. The problem was worsened by poor ventilation in the affected areas and lack of an air-conditioning system.

Furthermore, as the store's windows consisted of two large sheets of single-pane glass, Frasers found itself under pressure to install laminated glass to meet its insurance requirements.

Stuart Fraser, founder and MD of Frasers, comments: "We only stock high-quality products made from the best natural materials, and to have these damaged by

the sun represents a huge cost to our business. Our window displays are where we place our best and most valuable items, so ordering a large number of these unnecessarily is not an option. We needed a solution that would not only eliminate the fading risk to our stock, but would simultaneously reduce store temperatures, which during summer months were becoming uncomfortable."

### **Window film stops sun from damaging stock**

Fraser investigated several options to overcome the problem, including blinds and air conditioning. He comments: "As a retail outlet, we absolutely needed to maintain visibility through our windows, so blinds were not a viable option. We were also uncomfortable with the huge cost and environmental impact that air conditioning would present; plus it wouldn't deal with the sun damage issues we had."

The decision was taken to install solar control window film on the store's front windows. The film selected was Solar Gard LX-70, an optically clear film that blocks UV rays and provides an unaltered view of the store's window displays. The film also keeps buildings naturally cool, offering impressive energy savings when compared to air conditioning costs.



Robert Moyce, director of Solar Control, the company that installed the film, explains the benefits of this choice: "The LX-70 product is invisible on glass while blocking over 50 percent of solar energy and 99 percent of UV rays," he says, "meaning that store window displays are still visible whilst being protected from damage by the sun. This level of heat rejection also ensures much cooler internal temperatures, eliminating the need for costly and power-hungry options like air conditioning."

### **Benefits**

Immediately after the installation, Frasers began to feel the benefits of their choice. With internal

temperatures substantially cut during summer months, the business enjoys a much-improved productivity with heat discomfort no longer an issue. The store's glass is now also considered as 'laminated', allowing the business to meet the glass safety requirements of its insurers.

Stuart Fraser concludes: "In a business like ours the customer's comfort is key, and with high temperatures inside the store this was not the case. Window film was by far the best choice for us to bring our customers the comfort they needed, whilst also protecting our best products from sun damage. We're immensely impressed with the results we've seen so far."

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PDF0163SGTINT 03/12

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