



## Notice

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# Rain or shine

*What if the 'shine' gets in the way of your work? Two very different businesses with a variety of sun-related issues both find the solution in Solar Gard window film*

**A** menswear store and creative marketing agency have become the latest companies to discover the benefits of Solar Gard window film in the workplace.

Frasers, a family business with two menswear stores in the South of England, found that valuable stock and fixtures in the west-facing window displays were at risk of UV damage. At the same time, with the windows exposed to direct sunlight for most of the day, temperatures inside the shop were becoming uncomfortable for employees and customers. This problem was exacerbated by poor ventilation in the affected areas and a lack of air conditioning.

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.

## A glaring solution

Stuart Fraser, founder and MD of Frasers, investigated the options for overcoming these problems.

"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."

*"Solar Gard LX-70 provides an unaltered view of the store's window display while blocking 99 per cent of UV rays"*

The decision was taken to install Solar Gard LX-70, an optically clear film that provides an unaltered view of the store's window display while blocking over 50 per cent of solar energy and 99 per cent of UV rays, protecting stock from sun damage and keeping the shop cool. Also, the windows are now considered to be laminated, allowing Frasers to meet the glass safety requirements of its insurers.

## Ready for Touchdown

Meanwhile, over in Surrey, public relations and marketing agency Touchdown PR was experiencing major glare issues with its new Apple LED monitors. The firm had recently relocated to a new building with high ceilings and multi-paned windows, and staff were finding it hard to adjust to the new surroundings, complaining of headaches and dizziness caused by squinting. On particularly bright days some employees would even have to leave their desks to work in one of the conference rooms.

The answer came to James Carter, Touchdown's founder and managing director, via an online article he read on the benefits of window film, prompting him to contact a local Solar Gard dealer, Rober Moyce of Solar Control. It turned out that Moyce had filmed windows of several other properties in the area for similar reasons and was able to recommend Solar Gard Sterling



Window film has preserved the character of Touchdown's windows. Inset: Frasers

40 Solar Film, a lightly tinted product providing exceptional heat and glare rejection, while permitting high levels of natural light.

Moyce explains the added benefits of this film: "Not only is it ideal for addressing glare issues, the film rejects 60 per cent of total solar energy, resulting in cooler office temperatures. For a beautiful old building that has no air conditioning, this offers an additional benefit for the team at Touchdown during the summer months."

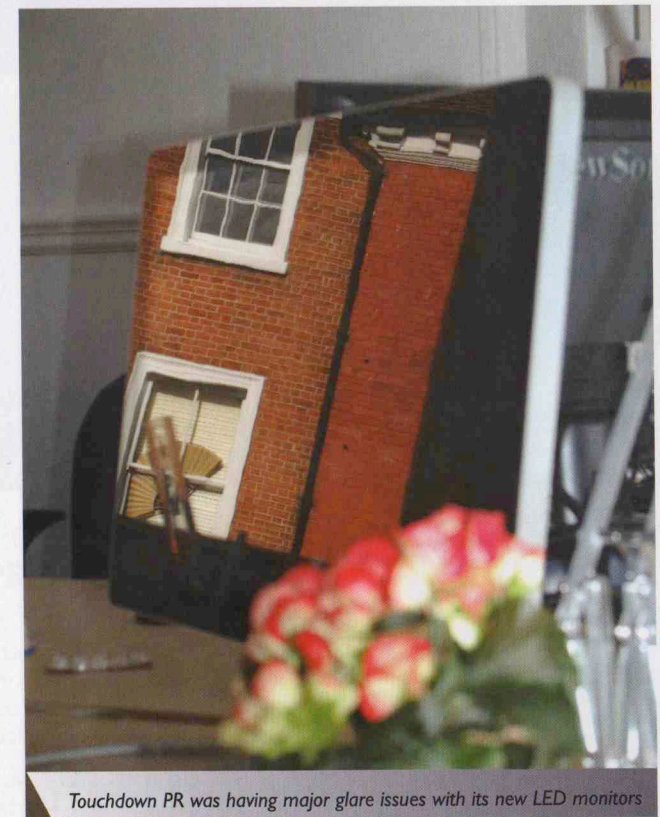
## Rapid installation

Moyce completed the installation in less than half a day. As the film is retrofitted to the existing glass, the process was quick, simple and didn't interfere with the building's aesthetics. Carried out during office hours, it was entirely unobtrusive to the team who continued to work throughout.

The impact of the film was immediately noticed by the team: the glare issue had been completely eliminated and the team could get straight back to business come rain or shine. Since installation was completed, there has not been a single complaint.

Carter concludes: "The cost of installing window film was a small fraction of what we'd spent on the new Apple monitors, and it worked immediately. We've kept the office environment we wanted, without making any visible sacrifices, and productivity is better than ever."

To learn more about the benefits of window film, visit [www.solargard.com](http://www.solargard.com).



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