

Shop Front Solution - Inside Story, Canberra



Installation Summary

Problem:

Excessive heat inside store showroom
Sun damage to furniture
Customer visibility

Solution:

Solar Gard LX70 on shopfront and street level windows
Solar Gard Sterling 40 on second floor

Amount of film:

LX70: 43 square metres
Sterling 40: 57 square metres

Benefits:

Reduction of transmitted heat
Potential customers are able to see inside the store from the street
Protection of high-end, expensive stock

“Since the window film installation, the retailer has dramatically cut down on the use of air conditioning, now utilising it for four hours less per day during the warmer Canberra summer months.” Anthony Rylands, Director of Inside Story

Inside Story is a high-end Canberra retailer, specialising in interior design, upholstery and furniture. Their beautiful range of products and services cater to the design conscious, adapting ideas from the world of design to suit the Australian way of life. Their inspiring showroom houses unique pieces, purposefully designed to entice street traffic.

With a large amount of glass, Inside Story experienced the effects of extreme heat during the summer causing unfortunate sun damage to their expensive collections.

Solar Gard dealer Andrew Snowdon, owner of 'About Windows' was contracted to install LX70 window film on the showroom and other street level windows, providing protection whilst maximising visibility. Sterling 40, with its excellent heat reduction qualities, was selected for the top floor.

Anthony Rylands, Director of Inside Story, reported that since the window film installation the retailer has dramatically cut down on the use of air conditioning, now utilising it for “four hours less per day” during the warmer

Canberra summer months, which equates to a substantial reduction in both utility costs and energy consumption. “Low exterior reflection means customers can clearly see window displays and our furniture is protected” Mr Rylands added.

About the film

Andrew Snowdon, states “We chose LX70 film predominantly because its high-end look aesthetically matched the remarkable quality of the Design House whilst still allowing street traffic to see clearly through the large showroom windows”.

Why use Solar Gard?

According to Andrew, About Windows choose to work with Solar Gard products because they appreciate the advanced, modern technology used to produce the film range. “In comparison to competitor products, Solar Gard’s production techniques produce a ‘nicer’ result, equating to longer lasting, sturdier films that in most cases are also cheaper!”