

## CASE STUDY



# COMMERCIAL - SELECT SECH FILM CLEAR VISIBILITY

Project Name: Grand Touring Cars BMW  
Location: London, Ontario, Canada



*I was impressed with the heat rejection and maintained clear visibility with Hüper Optik Select Sech window film.*

Bill Duffield,  
President,  
Grand Touring Cars BMW

### Tasks:

To provide heat rejection and relief from the intense sun rays and common hot spots that enter the building through the large windows. To maintain the naturally illuminated clear view into the dealership showroom. To provide heat rejection, glare reduction and UV protection solutions for the building, allowing employees and customers to have a more enjoyable work and car-buying experience.

### Solution:

Hüper Optik Select Sech rejects 54% of total solar energy, helping to block out heat and making customers' car-buying experiences more enjoyable. Select Sech also allows 60% visible

light transmission, helping to maintain an unchanged appearance and allowing for a clear view into and out from the BMW showroom through its large windows. Select Sech rejects 99.9% of the UV rays and has a 33% glare reduction, improving the overall working conditions.

### Result

Bill Duffield, president of Grand Touring Cars BMW, says "Our showroom is much more comfortable for our entire staff and customers. I was impressed with the heat rejection and maintained clear visibility with Hüper Optik Select Sech window film."



Performance data is based on this film being applied to the inside of 3mm clear glass. All data calculated using the definitions and equations in ISO9050 & ASHARE Handbook. The data is subject to variations within industry standards.  
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