



## Case Study Solar Control Window Film

*Helping investment bankers to keep their cool - Société Générale, Zurich*

It's a heated atmosphere for the investment bankers at the Société Générale in Zurich—even without the hectic trading of shares, currencies and options. In the south-facing 7th floor offices, there are 30 people and about 100 computers in just one room.

This setup, compounded by the warmth of the sun on the glass walls, had made heat a constant problem for occupants. As executive assistant Yvonne Mair explains, "*despite the window blinds and air conditioning, I was getting calls practically every day from people complaining that the room was far too hot.*" A specific solution had to be found that protected against the sun's heat while maintaining light levels.

The offices are based in Zurich's very first high-rise building, which is officially listed as a building of historical interest. For Mair, this also meant that "*we had to be careful to exclude any construction work due to the building's landmark status. Any external modifications had to be invisible and not reflect sunlight off the building*".

### SOLUTION

Due to Société Générale's very specific requirements—no mirror effects, no changes to the building's external aspect, and no loss of light—innovative solar control Window Film was quickly identified as the best solution to offer notably more comfortable room climate (61% solar energy rejection on double clear glazing), greater protection against UV rays (up to 99.9%) without losing natural light nor changing the appearance of the building (70% of visible light transmission).

### RESULTS

It took just two days to install solar control Window Film at Société Générale, which produced instant results. "*Once the Window Film had been installed, my colleagues immediately stopped complaining*" comments Mair, "*It's much easier for them now to conduct their heated negotiations with a cool head!*"

This case study demonstrates the flexibility of Window Film in meeting a specific set of user parameters, with otherwise minimal impact on the building or workers.

**For a better understanding of how Window Film can help tackling a number of problem situations, please visit our website: [www.ewfa.org](http://www.ewfa.org)**

### ABOUT EWFA

Established in 2000 by major window film manufacturers, the European Window Film Association represents and seeks to further the interests of the window film industry. It brings together manufacturers and distributors with the purpose of promoting window film products in the EU and highlighting their innovative performances and properties as well as introducing the concept of EU harmonised or EU endorsed window film standards as no such standard presently exists. In 2016, EWFA became the European chapter of the International Window Film Association ([www.iwfa.com](http://www.iwfa.com)).



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