



Case Study: Solar Control Window Film

Protecting fine wines from overheating - Whalley Wine Shop, Lancashire, England

INTRODUCTION

Established in 2010, the Whalley Wine Shop offers over 1,000 different wines, as well as a wide range of ports, sherries, malt whiskys and other spirits. Since opening, the wine shop faced the challenge of the sun's heat coming through the large storefront windows, quickly resulting in overheated and spoiled wines. With the wines heating up so much that corks were popping off, shop owner Mr Jones needed to find a solution to reduce the cost of damaged cost.

SOLUTION

Initially, Mr. Jones struggled to find a solution that would be cost-effective as well as aesthetically pleasing: *'the last thing I wanted was to stop customers from looking into the shop and seeing the products we offer'*,

After completing a site survey and overall assessment of the Whalley Wine Shop's unique needs, solar control Window Film was recommended as the optimal solution to be applied to all large windows at the front of the store. This specialised spectrally select Window Film rejects large levels of solar heat, while at the same maintaining high levels of visible light through the windows.

RESULTS

The Whalley Wine Shop's owners were able to achieve the results they desired through the application of the spectrally select Window Film. The heat coming through the shop's windows was reduced and a clear view through the windows was maintained.

Mr Jones commented: *'the installation of the Window Film was inexpensive compared to that of the blinds and awnings we'd looked at, and it completely satisfied our need to reduce the heat coming through the window, yet maintain visibility into the store for our customers'*.

For a better understanding of how window film can help tackling a number of problem situations, please visit our website: 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)



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