

3M™ Sun Control Window Film Prestige Series Delivers Comfort and Protection, while Preserving Spectacular Lake Views



DESCRIPTION

As the largest city in the “Land of 10,000 Lakes,” Minneapolis has nearly two dozen lakes within its boundaries, giving some residents the opportunity to enjoy spectacular views of the water from their homes.

One such homeowner is Leela Rao, a Minneapolis bank executive whose 19th-floor condo overlooks the popular Lake Calhoun. Part of the city’s “Chain of Lakes,” this 400-acre body of water is surrounded by more than three miles of walking and biking paths, and it’s a well-known destination for sailing, kayaking and swimming. With large windows in her south-facing condo, Leela’s home has sweeping panoramic views of the lively activity around the lake.

CASE HISTORY

THE PROBLEM

“I have towering windows and a set of patio doors in my living room that get direct sunlight during the morning and evening hours,” Leela said. “There are also patio doors in my master and guest bedrooms.”

While the window views were what originally drew her to purchase the condo, she quickly learned they were also an avenue for the sun’s intense heat and ultraviolet rays.

“I found myself avoiding the living room due to the heat, and I tried to cover up my furniture — including an antique secretariat and beautiful Persian rug — to protect them from fading,” Leela recalled. “I really didn’t want to install drapes that would block the views of the lake, but I did end up putting them in the bedrooms.”





THE 3M WINDOW FILM SOLUTION

Leela decided to spend some time at home improvement stores, researching a remedy.

“Nothing felt right,” she said. “Then I went online and learned that 3M might have a window film that could solve my problem.”

Leela reached out to a couple of friends who work at 3M to do some investigating, and they referred her to a colleague who explained that 3M’s Prestige 70 Window Film could be a perfect solution. The film uses non-metallized, multi-layer optical film and nano-technology to reject up to 97% of the sun’s infrared light*, up to 60% of incoming heat and up to 99% of damaging ultraviolet rays.

Leela quickly agreed and scheduled the installation with a local dealer. “The whole project only took a couple of hours, and the changes were immediate and noticeable,” she said.

PASSING IT ALONG

“Right after the installation, I sat in the chair next to the window that used to get so uncomfortably hot,” Leela said. “It was the middle of the day, and I could hardly feel any heat at all.”

Leela also appreciated the fact that the Prestige Film was virtually invisible: “I’ve been in homes with window film where you can tell that the film is on there, because they’re really reflective and dark. This Prestige window film is so subtle that you can’t even tell it’s on there.”

Today, Leela is able to comfortably enjoy her amazing views and no longer needs to cover her furnishings. In addition, the drapes in her guest and master bedrooms are also no longer necessary. Having experienced the effectiveness — and energy savings — of her new window film, she’s been eager to share her success story with neighbors and friends.

“I have a couple of people in my building who are also thinking about doing this now,” she said. “I love how my project turned out! It solved the heat issues in a dramatic way, and now I have peace of mind that my furnishings are protected from the harsh UV rays. I really have faith in 3M products.”

PROJECT SUMMARY

Description: Owner of a 19th floor condominium overlooking Lake Calhoun in Minneapolis faced challenges with significant heat gain and ultraviolet rays but didn’t want to block the sweeping lake views.

Product Selection: 3M™ Sun Control Window Film Prestige 70 for its ability to reject up to 97% of the sun’s infrared light*, up to 60% of incoming heat and up to 99% of damaging ultraviolet rays.

Area Covered: Living room windows and patio doors in three rooms.

Key Benefits: Heat gain control, protection for furnishings, lower electricity bills.

*For wavelengths from 900–1000 nm



3M Renewable Energy Division
3M Center, Building 235-2S-27
St. Paul, MN 55144-1000
www.3M.com/windowfilm

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98-0150-0556-8