

CASE STUDY

COMMERCIAL - CERAMIC 50 FILM FADE CONTROL



Project Name: Pumpkin Patch
Location: Epsom, Auckland, NZ



“In the past, we lost around \$1600 of merchandise every three weeks, when we changed the display, due to fading.”

Task:

To protect the window display from fading. To maintain high visibility through the shop windows. To keep the natural colours of the garments on display unchanged.

Solution:

Huper Optik Ceramic 50 rejects 49% of the heat and blocks over 99% of the UV. This combination, along with minimal light loss creates effective fade control. Due to the very low reflectivity compared to normal films, the visibility into the windows is maintained.

Result:

“In the past, we lost around \$1600 of merchandise every three weeks, when we changed the display, due to fading” says Megan, the store manager. Despite one of the large display windows having laminated glass installed, which cuts out UV, there was very little difference in the fading between the two displays. “Since the Huper Optik Ceramic Film has been installed, we simply fold the kids clothes and place them on the shelves, along with the other stock, without any visible difference” Return on investment was around 6 weeks.



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