

Six-story building gets a two-in-one transformation

Rockville, Maryland USA | iHeartRadio building

Project Task

Kate Layman, Senior Property Manager of the six-story iHeartRadio building in Rockville, Maryland, initially set out to solve solar heat gain issues in the building. Things took an interesting turn when she realized that one solar window film could serve two purposes: taking care of the energy bills and transforming the dated copper exterior of the building, all in one fell swoop.

Description	Commercial Building
Film Type	R Silver 20X™
Size of Job	28,500 ft ² / 8686.8 m ²
Installer	Xlnt Tint of Mid Atlantic Inc



The Solution

The original brief was to install an interior film, however R Silver 20X™ by Avery Dennison® offered the best results on both fronts – a stunning appearance, together with exceptional energy savings. In fact, energy modeling estimates forecasted savings of over 14% on cooling costs.

Outcome

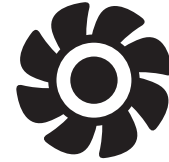
The results were outstanding. The building was completely transformed, inside and out. With over 80% of solar energy being rejected, the R Silver 20X™ film dramatically reduced interior temperatures, and together with excellent rebates, led to higher energy savings than the client had anticipated. This assured that the film would pay for itself within a few short years. And of course, the building has received a magnificent facelift, to the full satisfaction of management, occupants and neighbors.

Testimonial

“Amazing transformation! Energy savings, mega rebate, and awesome look on the building!”

— Kate Layman, Senior Property Manager

28,500 ft²
8686,8 m²
film installed



14%
savings on
cooling costs

