

# 3M™ Scotchtint™ Window Film Blocks The Sun But Saves The View Of San Francisco Bay.



## PROBLEM

One Market, a 1.5-million-square-foot building owned by Equity Office Properties Trust, sits on the San Francisco Bay waterfront. With its floor-to-ceiling windows, the building's tenants have some of the most spectacular views in the Bay area. But while the tenants never complained about the views, they did complain about the heat and glare caused by the sun pouring through the building's windows.

## SOLUTION

Equity Office Properties Trust called in several window film companies to offer their solutions to the building's heat and glare problem. Paul Murphy, owner of Special Products Window Film Company in Foster City, California, an authorized 3M™ Scotchtint™ window film dealer, suggested covering the building's windows with RE20NEARL Scotchtint window film.

"We chose RE20NEARL because it significantly reduced glare and increased the building's energy efficiency," says Murphy. "It also reduced the 'window clutter' caused by blinds and shades that can be seen from the outside. Once RE20NEARL is applied, the outside of the building looks consistent, which greatly enhances its appearance."

He was asked to complete the project, which took more than three months to finish. "This was by far the largest window film project ever done in the San Francisco area," Murphy recalls. "So it required a significant amount of planning to ensure that the building's tenants were inconvenienced as little as possible. We had a four-person crew working on the project—mostly after hours."

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## CASE HISTORY

### RESULTS

The project manager's goal was to keep the tenants happy, and while the project was service intensive, Murphy says that not one tenant complained. And, because the window film installation increased the building's energy efficiency, Pacific Gas and Electric Company offered Equity Office Properties Trust a rebate. As a result, the company's project payback was realized just 18–24 months after the installation.

### THE 3M DIFFERENCE

According to Murphy, Equity Office Properties Trust chose to work with Special Products Window Film because of their reputation in the Bay area and because of their exclusive use of 3M products. "They chose us because of the service they were going to receive and because they wanted the finest quality of products available," Murphy says. "They knew they could get that with 3M."

### PROJECT SUMMARY

3M Dealer: Paul Murphy,  
Special Products Window  
Film Company

Installation Date: 1996

Area Covered: 140,000 square feet

Installation Time: 3 months (most of the  
time, after office hours)

Type of Film: RE20NEARL Scotchtint  
window film

Remedies Tried Before Applying Window  
Film: Prior to installation, energy-efficient  
shades were used to reduce the heat and  
glare caused by the sun pouring through  
the building's windows.

Project Notes: The installation required  
a significant amount of planning to  
ensure that the 1.5-million-square-foot  
building's tenants were inconvenienced  
as little as possible.

**3M** Innovation

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