



CASE STUDY: A better way to create privacy for patrons

Building

Morton's: The Steakhouse

Location

Atlanta, Georgia, USA

Window Film

NRMM PS3 (Black)

NRM PS2 (Frost)

Type

Designer Film



SITUATION

With 65 restaurants, Morton's of Chicago is the largest company-owned steakhouse group in the United States. The key to its fine-dining success is superior food and hospitality delivered in an upscale ambiance. The management at the company's Atlanta restaurant, located downtown near the world-renowned CNN Center, wanted to provide a greater sense of privacy than its existing plain glass doors and windowed walls permitted.

SOLUTION

Traditional acid glass etching was one possible solution, but that option involved an expensive, difficult, unforgiving, and permanent process. The company's director of architecture wisely considered other options and concluded that the designer line of LLumar window film could provide all the benefits he sought at a fraction of the cost, plus design flexibility that acid-etching would not provide.

RESULT

The local LLumar dealer created custom designs for the restaurant using two different films. LLumar NRMM PS3 black film—custom designed with the Morton's logo—was installed on the front doors. The restaurant's windows were treated with white frost LLumar NRM PS2 film, which was custom designed with an intricate pattern to enhance the restaurant's look while shielding its interior and guests from the bustling street outside.

Performance Data

	% Total Solar Transmittance	% Total Solar Reflectance	% Total Solar Absorbance	% Visible Light Transmittance	% Visible Reflectance (exterior)	% Visible Reflectance (interior)	Winter U-value	Shading Coefficient	% Ultraviolet Ray Protection (wavelengths 280-380nm)	Emissivity	Solar Heat Gain Coefficient	% Total Solar Energy Rejected	Light-to-Solar Heat Gain Ratio (LSG)	% Summer Solar Heat Gain Reduction	% Winter Heat Loss Reduction	% Glare Reduction
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Specialty and Frost Series

Designer films come in a wide range of colors and are ideal for commercial interior glazing applications to achieve privacy or interior design goals.

NRMM-PS3 (Black)	0	11	89	0	13	8	1.03	0.34	100	0.84	0.29	71	0	66	0	100
NRM-PS2 (Frost)	69	20	11	75	25	22	1.02	0.84	98	0.84	0.73	27	1.03	16	1	17

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The solar performance data reported for LLumar architectural window films was captured using the National Fenestration Rating Council's (NFRC) standard guidelines for window film solar performance measurement as measured on single pane, 1/8 inch (3mm), clear glass. All values averaged from routinely accumulated quality control data.

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