

Site

Ruby Tuesday

Location

Branson, Missouri

Window Film

Dayview V45

Product Series

Neutral Series



SITUATION

The Ruby Tuesday Restaurant of Branson, Missouri was designed with five feet by five feet glass windows to bring light, views and an outdoor ambiance to the restaurant. However, intense glare, heat and reflections from parked automobiles made dining uncomfortable and, at times, next to impossible. Fabric shades were installed but darkened the dining area and were a constant source of problems to the staff, who had to raise and lower them according to the position of the sun and the requests of the customers.

SOLUTION

After considerable research, manager Kevin O'Connell consulted with a Vista™ by LLumar® Window Film dealer who recommended the installation of Vista high-tech solar control window films. Vista Window Film is a laminate of polyester and metallized coatings. The film is constructed with an exclusive, clear, distortion free adhesive system and a special scratch-resistant face coating that allows for easy maintenance. The specific film selected was Vista™ by LLumar® Dayview, a neutral film that when installed is virtually invisible from both sides of the window. Vista cut the glare and heat to the point that dining was truly in a comfortable and trouble-free environment without shades. Furthermore, the Vista film blocked more than 99 percent of ultraviolet rays, helping protect against premature fading.*

When the filming was completed, Mr. O'Connell said, "Our customers, who could not detect the Vista Window Film, asked what we had done to create such a light and cheery interior. I explained that we just entered the twenty-first century and added high-tech solar control window film throughout!"

RESULT

The window filming of the Ruby Tuesday Restaurant in Branson has been such a success the company has installed solar protection film at all of its eight locations in Missouri, and there are over 400 Ruby Tuesday Restaurants throughout the United States.

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 Reflected | Light-to-Solar Heat Gain Ratio (LSG) | % Summer Solar Heat Gain Reduction | % Winter Heat Loss Reduction | % Glare Reduction |
|--------------------|-----------------------------|---------------------------|--------------------------|-------------------------------|----------------------------------|----------------------------------|----------------|---------------------|--|------------|-----------------------------|--------------------------------|--------------------------------------|------------------------------------|------------------------------|-------------------|
| Clear Glass | 83 | 8 | 9 | 90 | 8 | 8 | 1.03 | 1.00 | 29 | 0.84 | 0.86 | 14 | 1.05 | - | - | - |
| Neutral Series | | | | | | | | | | | | | | | | |
| Dayview V45 SR CDF | 42 | 14 | 44 | 46 | 15 | 13 | 1.07 | 0.64 | >99 | 0.89 | 0.55 | 45 | 0.84 | 36 | -3 | 49 |

EASTMAN

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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 (3 mm), clear glass. Reported values are taken from representative product samples and are subject to normal manufacturing variances. Actual performance will vary based on a number of factors, including glass type and properties. *Films do not eliminate fading—they reduce it. UV rays and heat are contributing factors to fading but other factors exist. For further information, see LLumar.com/download-library. © 2008, revised 2016 Eastman Chemical Company. VISTA™, the VISTA® logo, LLumar®, the LLumar® logo and Enerlogic® are trademarks of Eastman Chemical Company or one of its wholly owned subsidiaries. As used herein, ® denotes registered trademark status in the U.S. only. (06/16) SP1099