

comfort and clarity

SITE

Fifth Avenue Apartment

SITE LOCATION

New York, New York

VISTA® PRODUCT USED

Harmony V40

Night And Day, Vista® Sustains Spectacular Views

Candace Leeds, the Vice-President of Public Affairs for the Loews Corporation, was having an attack of 'fading' worries. The furnishings in her recently renovated Fifth Avenue apartment, the same building in which Elizabeth Taylor filmed her Oscar winning movie "Butterfield Eight", were losing their vibrant colors. The sofa was shades lighter than originally and the dining table, piano, and wood floors were dull and losing their positive color. The cause was clear: the sun streaming through her south and west windows.

Candace had heard of window film, but knew little about it, and was fearful of losing the magnificent skyscraper and Central Park views. Thumbing through a copy of *Architectural Digest*, Candace came across a Vista® Window Film advertisement that seemed to provide an answer to her dilemma: Vista® would drastically reduce (by 99.9 %) the damaging ultraviolet rays that were the principal cause of the fading. Furthermore, the film would reduce the glare by half and lower the heat that built up because of the sun's rays. She promptly called the help line shown in the advertisement and was referred to a local Vista® dealer.

After sizing up the solar situation, the dealer recommended the installation of Vista® Harmony. The professional installation was quick and caused little, if any, inconvenience. There will not be any maintenance



CASE HISTORY

problems as standard cleaning products can be used, including those with ammonia.

Candace and her husband Ed frequently entertain Loews' colleagues and friends and want the spectacular views to be enjoyed by all their visitors. Now, thanks to the clarity of the film, this will be so. In addition, there will be savings on her utility bills as the film maintains cool comfort in the summer by lowering heat build up by approximately 50%. Furthermore, Candace notes, "The Vista® film is so neutral and virtually invisible that when I walk into the apartment, I wonder if it's still there." Of course it is, 24/7!