

protection

SITE

Jackson & Perkins

SITE LOCATION

Medford, Oregon

VISTA® PRODUCT USED

Dayview V45

Plants Require Special Care

While many have experienced the frustration of sustaining the health of a fragile house plant, imagine the efforts to protect an entire floor of plants and merchandise at a retail plant store – especially when the merchandise is displayed in a beautiful, open, sun-filled environment.

That was the challenge for Jackson & Perkins, the Medford, Oregon outlet renowned for home and garden merchandise excellence since 1872. "Jackson & Perkins is the area's best plant store with hundreds of exotic plants and garden paraphernalia. It goes without saying that our plants have to be healthy and our store must look great all of the time," says Jay Hall, Manager. But the windows at this Jackson & Perkins retail location were preventing this from happening. First, too much ultraviolet rays, heat and glare were causing plants to burn and gardening accessories to fade; and second, reflections on the windows prevented customers from seeing all the beautiful merchandise that was on display in the store.



CASE HISTORY

Jay Hall chose to have Vista® Window Dayview V45 installed. "The product chosen is perfect for us" said Hall. "The low mirror finish provides a clear and undistorted view from the outside while keeping our plants looking healthy and natural. Vista® Window Film is so effective in eliminating the sun's harmful rays, I can spend more time than ever tending to our customers rather than caring for our plants."

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The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film protective treatment. Printed in U.S.A.

