CASE STUDY
MCDONALDS
HEAT CONTROL & BUSINESS OPTIMISATION

Location	: Texas, USA
Sector	: Commercial
Product Featured	: SSF 70 Interior

GLOBAL®
HI-TECH FILMS

CHALLENGE

When Architecture Meets the Texas Sun.
McDonald's the largest fast-food chain in the world. Has large windows in their dining area so customers can enjoy their meals while enjoying the view, but in hotter climates that can be a challenge-

Unfiltered Solar Exposure was stopping customers from sitting in chairs that were next to windows during daylight hours

HVAC Systems were under constant pressure, escalating energy consumption and operational costs

Any retrofit solution had to **preserve the design language** of the structure under franchise agreement

SOLUTION

Performance with high visible light transmitted.
Global Hi-Tech Films SSF70 was selected not as a film, but as a solution with results to all woes that were hurting business

550 square feet installed in one day. A precision led installation without disturbing the restaurant during operating hours.

Designed to keep view and reduce heat to cool off customers while sitting in dining area during daylight hours while easing HVAC pressure.

Delivered a **neutral look** that they were looking for while keeping their view so that no Franchise Rules are violated as well.

RESULTS AND BENEFITS

Increased Heat Rejection– Reduced thermal heat in the dining area & increasing seat availability

Solar Heat Gain Coefficient of 0.59– After applying on clear dual pane glass, SSF 70 provided an ideal SHGC

99% UV Rejection– Reduced interior fading and added longevity for interior furnishing and other material

Improved AC Efficiency- Reduced runtime & flattened energy peak to contribute to long-term savings

Non-Invasive Installation– External film applied without displacing staff or customers.