

Building aesthetics

Between the 1950's and 70's The Southland Center grew into a tri-building hotel and office complex that was purchased in 1997 by Adam's Mark Hotels. It is today the largest hotel in Texas and one of the largest hotels in the United States, with 1840 rooms.



BEFORE

As the three buildings sprung up they took on a variegated, uneven appearance which in the end displeased the current owners, HBE Corporation of St. Louis, Missouri. HBE wanted to unify the look of the buildings and what's more wanted to control the spiraling heat and air-conditioning expenses — not to mention guest complaints.

To accomplish these goals HBE decided to have VISTA® Ultima V-14 SR CDF installed on all windows (200,000 square feet) to provide both the look that they were searching for and

limit heat loss and gain through the glass windows. VISTA® Ultima V-14 film rejects 78% of solar energy and reduces heat build up and energy costs. It provides a reflective exterior without a mirrored interior.

The hotel now had a unified modern exterior appearance. Additionally the reduction in heat gain and loss through the glass windows has led to a substantial decrease in energy usage. In Dallas, the local utility provider encourages and rewards the conservation of energy. The total savings in energy costs will pay for the film installation in about two years.

Initially HBE had thought they must replace all the glass to reach their goals but in the end VISTA® Ultima film provided superior energy conservation and aesthetics at a fraction of the cost of glass replacement.



AFTER

Energy Savings



VISTA® and UVShield® are registered trademarks of CPFilms Inc. ©2004 CPFilms Inc., a unit of SOLUTIA, Martinsville, VA (800)345-6088
 VISTA® Window Film is pleased to have strict quality systems and has been ISO 9001 Certified (Certificate Number FM 35957) VISTA® is made by Americans using only American-made materials.
 The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film protective treatment.