



PROJECT SUMMARY

Installer
Team GK Glass Tinting

Type of Film
Graffiti Free

Installation Date
2013 With Ongoing Maintenance Contract

Windows Covered
All Exterior Glass



THE CHALLENGE

El Pollo Loco, a quick-service restaurant chain known for its authentically prepared flame-grilled, citrus-marinated chicken, freshly prepared ingredients and welcoming atmosphere, has been serving the Los Angeles, California area since the early 1980's. With continued expansion over the past 30 years, El Pollo Loco now operates over 400 company-owned and franchised restaurants in the Southwestern United States.

As part of its recent state-wide initiative to update the design of its California restaurants, the chain invested millions of dollars in the renovation of the look and layout of numerous locations. Once the face-lift was complete, management began to explore options that would allow the chain to maintain the fresh, updated look of each establishment and protect their investment.

THE SOLUTION

Team GK Glass Tinting delivered the solution, Madico's Graffiti Free film. Graffiti Free film is designed to protect both glass and other smooth surfaces from harm. Optically clear and distortion-free, Graffiti Free window film acts a sacrificial barrier to protect glass from costly graffiti, etching, or high-traffic wear. After such an event has occurred, the damaged film is removed and a new layer is installed at a cost significantly less than the cost of removing and replacing the glass.

"I have been using Graffiti Free film for over 20 years and have never had a customer need to replace a window. The film does an amazing job of protecting the glass from damage," said Gil Guerra, owner of Team GK Glass Tinting.

El Pollo Loco chose to have the Graffiti Free film installed on the majority of its Los Angeles area restaurants as well as enter into a maintenance contract with the installer. The maintenance contract guarantees that any film-protected glass that is damaged by graffiti or etching will be quickly repaired through the application of a new layer of Graffiti Free film.

THE RESULTS

Management at the various El Pollo locations is pleased with the results of the installation. With the ability to quickly remove any graffiti, their patrons can continue to be welcomed into a pleasant dining atmosphere. The fast removal also prevents recidivism of vandals from taking place at the same location. The El Pollo Loco chain will continue renovations to its restaurants across the Southwest with Graffiti Free film playing a key role in protecting the new exterior glass from damage.