



## PROJECT SUMMARY

**Installer**  
ARC Window Films

**Type of Film**  
Nova 70

**Installation Date**  
April 2013

**Windows Covered**  
All storefront windows

Nova 70 Protects English Wine Shop's Fine Wines from Damage Due to Overheating



## THE CHALLENGE

The Whalley Wine Shop is a wine merchant located in the picturesque village of Whalley in Lancashire, England. Established in 2010, this award-winning family-owned business offers over 1,000 different wines as well as a wide range of ports, sherries, malt whiskeys and other spirits. Since opening, the wine shop faced the challenge of the sun's heat coming through the large storefront windows resulting in overheated and spoiled wines. In some cases the wines heated up so much that the corks actually popped out! The cost of damaged stock meant that the Whalley Wine Shop needed to find a solution.

"We'd looked at a number of ways to try and solve this problem," explained Mr. Jones, owner of the Whalley Wine Shop. Initially we'd thought about blinds, but the last thing I wanted to do was stop customers from looking into the shop and seeing the products we offer. Another option was an awning; however, with the village's strict codes we would have to get planning permission which is very expensive and involves a lot of work." Mr. Jones finally decided to contact ARC Window Films in search of a more aesthetically pleasing and cost effective solution.

## THE SOLUTION

After completing a site survey and overall assessment of the Whalley Wine Shop's unique needs, ARC Window Films recommended that Madico Nova 70, a spectrally selective window film, be applied to the large windows at the front of the store. This specialized product rejects high levels of solar heat, yet also allows a lot of visible light through the windows, keeping the interior bright.

## THE RESULTS

The Whalley Wine Shop's owners were able to achieve the results they desired through the application of the Nova 70 window film. The heat coming through the shop's windows was reduced and a clear view through the windows was maintained. The shop owners are now able to prominently display their fine wines in the storefront and entice potential customers into the shop to make a purchase.

Mr. Jones commented, "The installation of the Nova 70 was inexpensive compared to the blinds and awnings we'd looked at and it completely satisfied our need to reduce the heat coming through the window, yet maintain visibility into the store for our customers."