

Project Summary:

Project: Anytime Fitness Center
Location: Myrtle Beach, SC
Installer: Palmetto Protection Films
Films: Purelite 40 and Duralite 20
Scope: 71 windows, 554 sq ft

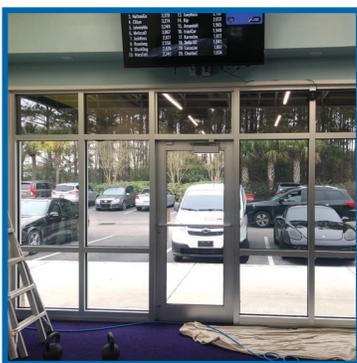
Sunscape Window Film Chills the Heat at South Carolina Anytime Fitness Center



Uniform exterior appearance after installation is complete



During the installation process



The difference between filmed and unfilmed glass

The Challenge:

Anytime Fitness, a beautiful fully equipped gym, featured full-length windows that allowed patrons to see outside while they were working out. But the building was plagued by glare from cars in the parking lot as well as relentless heat from the sun beating through the glass front of the building. The cooling bills for the gym were astronomical in order to keep it comfortable enough for patrons to exercise. The gym is open 24/7, so gym owners wanted to protect their patrons from early morning glare to late afternoon sunshine and heat.

The owner of the Anytime Fitness franchise in Myrtle Beach, S.C., turned to Sunscape dealer Matthew Yelle, the owner of Palmetto Protection Films to provide solar control window film for his commercial building. "If you've ever done cardio while the sun is rising here, you know that some days the glare is intense," said Patrick Flynn, owner of Anytime Fitness. "People would wear sunglasses when they were on the treadmills and cardio equipment in front of the windows in the morning."

The Solution:

By installing Sunscape, Madico's premium architectural solar control window film on all 71 floor-to-ceiling windows and transoms, Anytime Fitness was able to achieve high heat rejection and block 99% of the sun's harmful UV rays. Palmetto Protection Films chose to install Sunscape Duralite 20 on the upper transoms and Sunscape Purelite 40 on the glass doors and large windows.

"I love the aesthetics of the film, which looks beautiful while allowing gym patrons to see out," Yelle said, "But it was also important that the windows still allowed people to look into the gym and see people working out normally even during the pandemic. So these Sunscape films were the perfect choice."

The Results:

The newly installed films created an energy-efficient environment with high heat rejection. The film also reduced annoying glare within the gym, providing more comfort for gym patrons.

The gym owners are very happy with the results and say they can already feel and see a difference in the glare and heat reduction inside the building. They are also happy to see reduced energy bills.

"We constantly reinvest back into the gym," Flynn said. "It looks great, and it will help keep the gym cool this summer when it really heats up again. We want to keep this place better than brand new as a way to say thanks to our amazing members."

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