



Safeco Plaza Case Study

Madico Window Film has Saved Money and Reduced Carbon Emissions at the Safeco Plaza in Seattle, Washington – For 14 Years Running.



Installation saves owners and occupants ~\$200,000 per year.

Project Summary:

Installer: Mr. Tint & Sun

Type of Film: Silver 30 (SRS 330) Solar Film

Installation Date: 1996

Competitor's Film Replaced: Yes

Window Area Covered: 106,000 ft²

Annual Savings: ~\$200,000

The Challenge:

Where were you in 1996? The OJ Trial reached its dramatic conclusion, President Clinton was re-elected for his second term, Microsoft had just launched Windows 95...and Safeco Plaza in Seattle, Washington received a facelift with Madico's Silver 30 (SRS 330) window film. Since then, we've seen more OJ trials, presidential elections and Microsoft launches. But Madico's film still keeps saving money for the 50-story, 754,455 ft² landmark building's ownership, who, incidentally, selected Madico after a competing film failed after only a short time "on the job."

Madico's Solution:

Madico's Silver 30 was chosen for several reasons. First and foremost, it provides energy savings through decreased demand on the air conditioning system. It delivers superior heat rejection – 70% of total energy rejected. The durable, scratch-resistant film also improves occupant comfort by blocking the sun's heat and glare and reducing fading of interior furnishings by rejecting 99% of harmful UV rays. Other buildings in similar climates have had Madico window film installed for more than 20 years with minimal degradation in performance or appearance. Although this film was installed prior to the "green" movement, building owners who install solar control films often enjoy significant rebates from the state or federal government. These incentive programs are designed to motivate decision-makers to implement energy efficiency measures to reduce electricity consumption.

Results:

The current building owners, Hines and CalPERS, are enjoying annual savings of around \$200,000 from the decreased load on their HVAC equipment. Installing Silver 30 was a simple and sensible project in that it saves money, decreases energy usage and reduces carbon emissions. The project has paid for itself many times over and shows that the owners were thinking "green" before the trend became popular. The building aesthetics were improved significantly as well. Coleen Spratt, a general manager for Hines, said "The film looks great; I would have never known that the windows had film installed on them"... and for fourteen years running.