

# WINDOW FILM PROVIDES A MAGIC CARPET "RIDE"

SITE Nejad & Strauss Galleries SITE LOCATION King of Prussia, PA VISTA® UVShield® PRODUCT USED Crystal Elegance V58

## Protection

A huge glass frontpiece, which compellingly showcases precious Oriental rugs and antiques for which the store is famous, distinguishes the flagship store of Nejad & Strauss.



Glorious Persian rugs and fabulous Asian and European antiques dramatically fill the expansive showroom windows to encourage consumers to enter and make the major investment that such items commonly represent.

Last summer, an extraordinarily rare Persian rug, eighteen by fifteen feet in size and valued at over \$120,000 dominated the frontpiece. As Mr. Nejad had noticed that the brilliant colors of other rugs in his previous displays had faded in the sun, he determined

to take action to protect the interiors and chose to have VISTA® UVShield® (Crystal Elegance V58) Window Film installed. The virtually invisible VISTA® film, installed



on all showroom windows, provided high visibility without color distortion. In effect, it enhanced the viewing by adding a fine sheen to the windows without creating a mirrored look from the street.



But what is critically important to Mr. Nejad is that VISTA® UVShield® rejects 99.9% of all ultraviolet light that is the main cause of fading, while reducing frustrating sun glare by 36%.

Mr. Nejad is continually looking at the latest technological developments to make sure that he maintains the pristine appearance of his precious merchandise.

**VISTA®**   
WINDOW FILM

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Vista Window Film is pleased to have strict quality systems and has been ISO 9001 Certified (Certificate Number FM 35957)

The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film protective treatment.

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CASE HISTORY