

THE ADAM'S MARK HOTEL

SITE The Adam's Mark Hotel SITE LOCATION Dallas, Texas VISTA® PRODUCT USED Ultima V-14 SR CDF

Building aesthetics

Between the 1950s and 70s The Southland Center grew into a tri-building hotel and office complex that was purchased in 1997 by Adam's Mark Hotels. It is today the largest hotel in Texas and the eighth largest hotel in the United States, with 1860 rooms.



Before



After

As the three buildings sprung up they took on a variegated, uneven appearance which in the end displeased the current owners, HBE Corporation of St. Louis, Missouri. HBE wanted to unify the look of the buildings and what's more wanted to control the spiraling heat and air-conditioning expenses—not to mention guest complaints.

To accomplish these goals HBE decided to have Vista Ultima (V-14 SR CDF) installed on all windows — some 200,000 square foot of

glass — to provide both the look that they were searching for and go a long way toward limiting the loss and gain of heat through the glass window. Vista Ultima V-14 film rejects 78% of total solar energy and reduces heat build up and energy costs. It provides a reflective exterior without a mirrored interior.

The hotel now has a unified modern exterior appearance. Additionally the reduction in heat gain and loss through the glass windows has led to a substantial decrease in energy usage. In Dallas, the local utility provider encourages and rewards the conservation of energy. The total savings in energy costs will in the long run pay for the film installation, probably in about two years.

Initially HBE had thought they must replace all the glass to reach their goals but in the end Vista Ultima film provided superior energy conservation and aesthetics at a fraction of the cost of glass replacement.

VISTA® 
W I N D O W F I L M

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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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Energy Savings

CASE HISTORY