

## Example of Excessive Light and Glare

# CASE STUDY: Ad Agency

### Site:

Siquis Ltd. Baltimore, Maryland.

### Product:

Optima 10 Grey/Silver/ Grey Embossed Soft-Pleated Halcyon Shades (RS10 G/G S-PLT EM) with Infrared Wireless Motor/Remote.

### Location:

Siquis Ltd. Is an advertising agency located in the historic Mt. Washington Mill in Baltimore, Maryland.

Halcyon Shades are radiant barrier solar shades that:

- Block 80% of the heat
- Reduce 97% of the glare
- Eliminate 99% of the UV
- While keeping 100% of the view & natural daylight



### Problem

Siquis located a portion of its offices in the former “wheel room,” which originally powered the cotton mill. Anita Kaplan, president of Siquis, has a bank of four windows in her office that are prone to excessive light and glare from the southern exposure, especially in the winter months when the sun is low and shines directly through the windows. Because the building is historically registered, no window alterations are allowed. Kaplan tried Venetian blinds, which made the room too dark and eliminated the view.

### Solution

Transparent Halcyon Shades, which are ASTM Thermal Performance tested\* for energy performance, proved to be the perfect solution. Kaplan chose Halcyon Soft-Pleated Embossed Shades with wireless remote control operations. Now, with a touch of a button, the glare and excessive light are eliminated and the heat and harmful UV rays rejected. The soft pleating also provides a uniform appearance to both the interior and exterior views. “Now,” Kaplan says, “my office is not dark, I have a view of the outside, and the room has the ‘open’ feeling I like as I work.”

