

*Example of Heat & Glare Control while keeping the View*

# CASE STUDY: Coffee Shop

## **Site:**

The Coffee Beanery,  
Annapolis, MD

## **Product:**

RS10 Blue/Blue Traditional  
Installation and Sales by  
Custom Stitch.

## **Location:**

The Coffee Beanery is situated within a cozy group of shops near an office complex in Annapolis, MD.

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**

The Coffee Beanery started the day at 5 a.m. As the sun rose, the heat burned into the nine East-facing windows and glare prevented staff from being able to see a customer right in front of them. Plus, customers found the situation uncomfortable unless the windows were at least partially covered. The owners did not like the prospect of the heat or the “closed-in” feeling that would be created by traditional shades so they decided to explore alternatives.



## **Solution**

Transparent Halcyon Shades, which are ASTM Thermal Performance tested\*, proved to be the perfect solution to The Coffee Beanery’s woes. Now, with Halcyon Shades RS10 Blue Traditional Shades, the glare is eliminated, the heat and harmful UV rays are reflected away from the interior and, at the same time, there is still a view to the outside. The Beanery has the preferred “open” feeling and customers are comfortable – regularly commenting about the new shades and how they improve the atmosphere. The owners and staff are pleased with the performance of their customer-fitted window coverings and their new ability to adjust for every season by simply raising or lowering the shades.

\*Supported by ASTM Thermal Performance C1363-97 Testing



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