



Science.  
Applied to Life.™

# Enhancing customer experience with 3M™ Window Films



## 3M™ Sun Control Window Film Prestige Series

Markthal – Rotterdam, NL

### ► Background

The Markthal is an iconic market hall in the heart of Rotterdam that combines the Netherlands finest retail, restaurant and residential facilities all under one roof. The well-known building was opened on October 1, 2014 and is a real asset to Rotterdam and embodies what the city has to offer.

From privately developed apartments to various market stalls and restaurants, it is a perfect illustration of ‘synergistic possibilities’. It shows how a building can transcend the status of a mere structure and become a social hub, a market, a gathering place and most importantly a home to those who use it.

With all this potential the building owners wanted to make sure to deliver the optimal experience. The building has faced a temperature dilemma across the various seasons in the Netherlands and the challenge was finding a cost effective solution that keeps the market hall vendors happy and comfortable.

*“Lots of glass gives lots of light but also creates various challenges, thankfully 3M™ Window Films has solved the temperature fluctuations and made life much more comfortable for shoppers and retailers.”*

*–Stefan Flederus - Dealer Development Manager - System-Line - 3M™ Window Film Master Distributor Netherlands*





## ► Situation

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The imposing arch structure covers a central market square of 95,000 square meters. This delivered an inherent challenge as the building faced a dilemma from excessive heat. The design challenge was how to encapsulate the space but still flood it with light.

## ► 3M Solution

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The Markthal facilities managers turned to 3M™ Netherlands, to help solve their climate control dilemma.

Dealer Development Manager Stefan Flederus from the 3M™ Window Film Master Distributor in the Netherlands went to work.

After conducting an application test, he was able to provide a confident recommendation for the 3M™ Sun Control Window Film Prestige Series using data to emphasize the films benefits.

The 3M™ Prestige Series Film is developed using non-metalized, multi-layer optical film and nanotechnology.

- **Enhanced comfort and protection** — The spectrally selective film is designed to reflect in the near infrared range where the sun intensity is highest helping keep interiors cooler and more comfortable.
- **Unsurpassed capabilities** — What sets 3M™ Prestige apart is the precision with which light waves are controlled as they pass through or reflect off of hundreds of layers of film. Compared to other films, 3M™ Window Films increase performance at a faster rate as the sun's angle increases. That means greater protection and comfort when you need it the most.
- **Enhanced views and aesthetics** — Films with low interior and exterior reflectivity enhance views while maintaining the exterior appearance of the glass. Prestige Series Films have highly visible light transmission providing excellent aesthetics meaning the same visual clarity, inside and out.
- **No corrosion and no signal interference** — Being non-metalized, Prestige Series Films aren't susceptible to corrosion in humid environments and they don't interfere with electronic device signals.

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**To learn more, contact your  
3M™ Authorized Installer.**

Superior Performance through 3M Science.

Let the light in. Not the heat.



*“Before 3M Window Films were applied, it was a constant battle against temperature fluctuations.”*

## ► Results

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Despite being a huge scale installation using 1200 sq meters of film, it was completed with ease and almost instantly delivered the desired effect.

The temperature was much more stable and thanks to 3M™ Sun Control Window Film Prestige Series, it made the Markthal a more comfortable place.

### Case Study Summary

**Challenge:** The imposing arch structure covers a central market square of 95,000 square meters of glass. The design challenge was how to encapsulate the space making it more comfortable but still flood it with light.

**Product Selection:** 3M™ Sun Control Window Film Prestige Series

**Benefits:** By applying 3M™ Sun Control Window Film Prestige Series to the large scale windows within the Markthal space they were able to build a more optimal experience that is more comfortable for guests and vendors all year round.



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