Ford Motor Company Improves Employee Comfort While Cutting Energy Costs With 3M™Scotchtint™Window Film

CASE HISTORY

PROBLEM

Ford Motor Company found it challenging to maintain comfortable temperatures for employees year-round in its 40-year-old headquarters in Detroit, a 12-story building faced almost entirely with glass. Glare from the sun also made it difficult for employees in the building to see computer screens.

SOLUTION

After 40 years of trying various fixes to control temperatures in the building, Ford's problem was solved when Specialty Protective Coatings, an authorized dealer for 3M Scotchtint window films, ofBloomfield Hills, Michigan, applied P18AR Scotchtint window film to every one of the building's 3,083 windows.

According to company owner Mike Roeder, Specialty Protective Coatings covered more than 83,000 square feet ofglass. And, due to the expertise and efficiency of Specialty Protective Coatings'experienced crew, the project was completed six weeks ahead of schedule.

RESULTS

While the most important outcome has been improved comfort for its employees, Ford says the company is now enjoying the benefits of an energy consumption reduction, which could save them an estimated $57,000 a year in energy costs.

Prior to the installation, Ford could cool the building no lower than 80 degrees on hot summer days. Now, even on 90-degree days, the building's temperature has stayed at a comfortable72degrees.

The company is also enjoying the benefits ofthe building's improved appearance and the reduction of glare on computer screens. In the building's Trading Room, for instance, Ford employees had not been able to open their drapes for more than seven years, because the sunlight made it difficult to see their computer screens. Now those same employees enjoy being able to look outside during working hours.

THE 3M DIFFERENCE

Ford had three proposals, but only one from an authorized 3M Scotchtint window film dealer. "They had seen our work before, and they liked the idea of using a 3M product because 3M has a great reputation," says Roeder. "That had a lot to do with selling the project, because Ford knew that 3M would stand behind their service and their product."

PROJECT SUMMARY

3M Dealer: Mike Roeder, Specialty Protective Coatings

Installation Date: 1997

Area Covered: 83,000 square feet (3,083 windows)

Installation Time: 3 months

Type of Film: P18AR Scotchtint window film

Remedies Tried Before Applying Window Film: Prior to installation, draperies and blinds were used. In addition, employees strategically taped pieces of paper on the windows to reduce glare.

Project Notes: The average size of the windows was 29 square feet, and each application took approximately six to seven minutes to complete.

(800) 757-2406
info@iesgcorp.com
1777 Marine Pkwy,
Brooklyn NY 11234
www.iesgcorp.com

Strategic Partner:

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Integrity Energy Solutions Group

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