



» Effective heat reduction and good UV protection ensure a pleasurable shopping experience for our customers – we are very pleased with our decision. «

The Property

With seventeen stores located throughout Austria, REITER Betten & Vorhänge are renowned experts in the field of home textiles and sleep consultancy services. In 2019, the company launched a new home textile showroom in the city of Wels – the most modern of its kind in Europe – with a floor space of over 1500 square metres.

All REITER stores feature large sales areas, well-illuminated showrooms and large window facades. The aim is to create a pleasant shopping experience combined with a comfortable atmosphere in which to give customers the sales advice they require and enable them to make the right choices when deciding on their purchases. The interior of the building is designed for maximum illumination by natural daylight.

Customer Requirements

Large glass window facades are an integral feature of the general concept employed in all of the company’s showrooms. Not only do they provide natural illumination for the building’s interior, but the design itself radiates a sense of openness, transparency and modernity. However, the high levels of solar radiation associated with such large windows lead to the problem of excessive heat build-up inside the building. Usually, the only way to deal with the situation is to turn up the power of the in-store air-conditioning system. In addition, the

presence of sunlight also means that display items in shop windows are exposed to high levels of UV radiation.

For a long time, the managing director of REITER, Peter Hildebrand, and his team had been on the lookout for a suitable long-term solution. What they wanted was a system that did not impair either the incoming daylight or the visibility of products on display behind the large windows. They needed a solution that prevented extreme heat accumulation in the interior of the building, reduced the energy consumption of the air-conditioning system, and protected window display items against the effects of ultraviolet radiation. “This meant that installing an external shading or window darkening system wasn’t an option,” says Peter Hildebrand, CEO of REITER.

HAVERKAMP’s Solution

After consulting with HAVERKAMP, he was left in no doubt that the best solution was to apply a transparent sun protection film to the window surfaces. In addition to their excellent heat protection, these products also have an integrated UV filter. Moreover, the films are highly transparent, so the visibility of the items on show in the window display is not impaired. A wide range of transparent sun protection films is available covering a broad spectrum of technical requirements. All films can also be retrofitted to existing windows.

In the end, the REITER management chose to go with OPALFILM® Nanoceramic for its stores in Vienna and Leonding. This is a transparent, high-performance sun protection film designed for internal installation. The film has very good light transmission properties, with high infrared rejection and low reflection. Being suitable for indoor installation, it is ideal for many types of glazing, including thermal insulation glass. Peter Hildebrand is highly satisfied with the company’s choice and confirms that it has brought about exactly the desired effect. “We are very pleased with our decision to install Nanoceramic-film at our stores in Vienna and Leonding. With less heat in the sales areas and UV protection for our window items, our customers can continue to be inspired by our product displays just like they always were.”

Property:
REITER Betten & Vorhänge GmbH sales stores

Requirements:
Heat and UV protection | Comfortable in-store climate | Preservation of store window visibility

Solution:
OPALFILM® Nanoceramic | 320 m²