

SITE

Nejad & Strauss Galleries

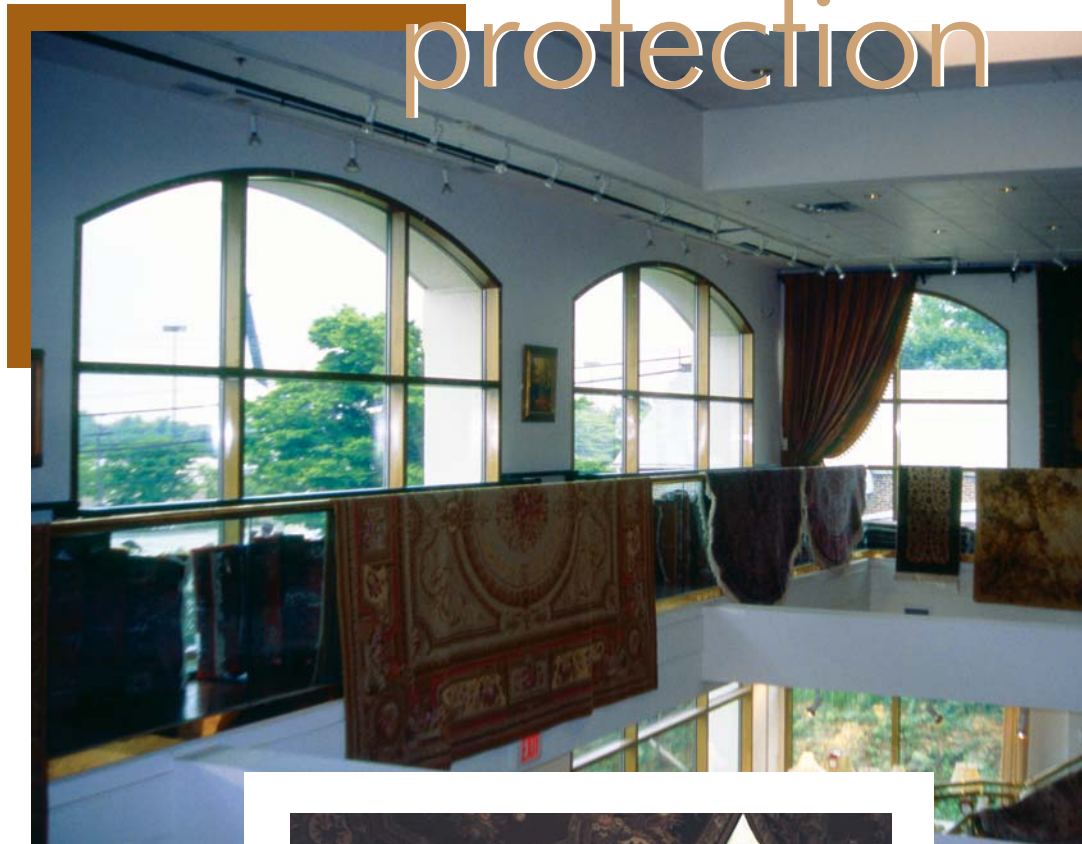
SITE LOCATION

King of Prussia, Pennsylvania

VISTA® PRODUCT USED

Crystal Elegance V58

Window Film Provides A Magic Carpet "Ride"



A huge glass frontispiece, which compellingly showcases precious Oriental rugs and antiques for which the store is famous, distinguishes the flagship store of Nejad & Strauss.

Glorious Persian rugs and fabulous Asian and European antiques dramatically fill the expansive showroom windows to encourage consumers to enter and make the major investment that such items commonly represent.

Last summer, an extraordinarily rare Persian rug, eighteen by fifteen feet in size and valued at over \$120,000 dominated the frontispiece. As Mr. Nejad had noticed that the brilliant colors of other rugs in his previous displays had faded in the sun, he determined to take action to protect the interiors and chose to have Vista® UVShield® Crystal Elegance V58 Window Film installed.

The virtually invisible Vista® film, installed on all showroom windows, provided high visibility without



color distortion. In effect, it enhanced the viewing by adding a fine sheen to the windows without creating a mirrored look from the street. But what is critically important to Mr. Nejad is that Vista® UVShield® rejects 99.9% of all ultraviolet light that is the main cause of fading, while reducing frustrating sun glare by 36%.

Mr. Nejad is continually looking at the latest technological developments to make sure that he maintains the pristine appearance of his precious merchandise.

CASE HISTORY

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P. O. Box 5068 • Martinsville, Virginia 24115 • (800) 345-6088 • www.vista-films.com
Vista® Window Film is pleased to have strict quality systems and has been ISO 9001 Certified
(Certificate Number FM 35957)

The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film protective treatment.

Printed in U.S.A.

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VISTA® 
W I N D O W F I L M