



CASE STUDY

D-MART:

NATIONWIDE SAFETY UPGRADE

Location : PAN-India

Sector : Retail Stores

Product Featured : 7 Mil Safety Film





CHALLENGE

High Footfall Meets Fragile Entryways:
D-Mart, one of India's largest and busiest retail chains, faced a recurring challenge at scale.



SOLUTION

Nationwide Rollout of a Proven Safety Layer:
Global Window Films introduced a scalable, high-strength solution tailored for high-traffic retail environments.



RESULTS AND BENEFITS



Glass Entry & Exit Gates-Impacted by trolleys, human traffic & Equipment



Deployed our 7 Mil Safety Film on vulnerable glass doors and partitions



Injury Risks Prevented- No more Flying shards and even broken glass stayed intact



Buffer Time for Replacement of Broken glass- as the broken ones were contained briefly



Serious Injury Risks to staff and customers due to frequent glass breakages



Conducted **live demo simulations** for D-Mart teams, showcasing real-world performance in holding glass firmly



Minimal Disruption at time of breakages as they make such incidents less panicky and risky



Threatened Operational Continuity & Brand Reputation owing to these incidents



The film passed the trial with high satisfaction, leading to **chain-wide specification**



Standardised Safety Protocols due to nationwide application



Restored Operational Confidence as the threats were proactively solved across