



CASE STUDY

PROZONE MALL

TURNING HEAT INTO COOL

Location : Aurangabad, India

Sector : Commercial

Product Featured : Reflective Silver 50



CHALLENGE

Where Stunning Design Met Sweltering Reality Prozone Mall's architectural design — with sweeping west- and south-facing glass façades — created a striking visual identity. But beauty came at a cost



SOLUTION

Cooling Without Compromise: Reflective Film for Retail Efficiency Global Window Films deployed Reflective Silver 50 — a high-performance, solar-control film — across sun-exposed glass panels



RESULTS AND BENEFITS

Unrelenting Afternoon Sun- Soaring temperatures; burden on air-conditioning; low comfort



Rejected 52% of total solar energy, drastically lowering ambient temperature in glazed areas



Indoor Heat Drop- Marked improvement in indoor temperature at glass-heavy areas



Enhanced Shopper Experience- Longer stay; Comfortable feeling; Better store visibility



Fading interiors- Harsh UV rays led to visible discoloration of curtains and furnishings



Blocked 99% of harmful UV rays— protecting interiors, store displays, and flooring from degradation



Energy Savings Achieved- Lowered HVAC runtime leading to reduced energy bills



Extended HVAC Lifespan- Decreased mechanical stress on air conditioning units



No compromise on natural light or sea view clarity- ruling out traditional tinted or reflective films



Reduced glare by 46%, improving visibility and shopper comfort during afternoon peaks



Sustainability Boost- Supported the green building goals and smart energy management of the mall