

Extreme building makeover ups commercial value

Phoenix, AZ, USA | Bank of America Financial Center

Project Task

The golden bronze appearance of the multi-story Bank of America Financial Center in Phoenix, Arizona, was preventing building owners Omninet from maximizing the real estate value before sale. Architectural tastes had changed, and the shiny, bronze glazing looked dated. However, replacing the entire glazing system would be prohibitively expensive, running over millions of dollars, and involving much disruption to employees and customers. What could be done?

Description	Multi-story block
Purpose	Cosmetic upgrade
Film Type	DS Blue 35X™ - solar design exterior window film
Size of Job	25,590.55 ft2/ 7,800m2
Customer	Omninet Capital



The Solution

Avery Dennison® developed an ideal solution – solar design, exterior window film DS Blue 35X™. This subtle blue solar control film could be installed on the exterior side of the existing glass, transforming the building's appearance at a fraction of the price of replacing the glazing. Beyond the aesthetic improvement of applying DS Blue 35X™, valuable energy would be saved on cooling costs by installing the high-efficiency film. Customer Omninet was pleased to note that with energy efficiency improvements, the makeover was eligible for electricity company rebates, which further reduced the outlay. Omninet selected our DS Blue 35X™ window film and the installation was completed without disruption to business in less than two months.

Outcome

The Bank of America building was transformed into an attractive, comfortable and modern feature, well within the project's budget and schedule constraints. By reducing cooling costs our film enabled a solid return on investment, increased the quality of the building's use and Omninet was satisfied with an increase in property value way beyond the investment made.

