

Enhancing comfort and sustainability with Solar Window films at ACTV S.p.A. Headquarters, Venice

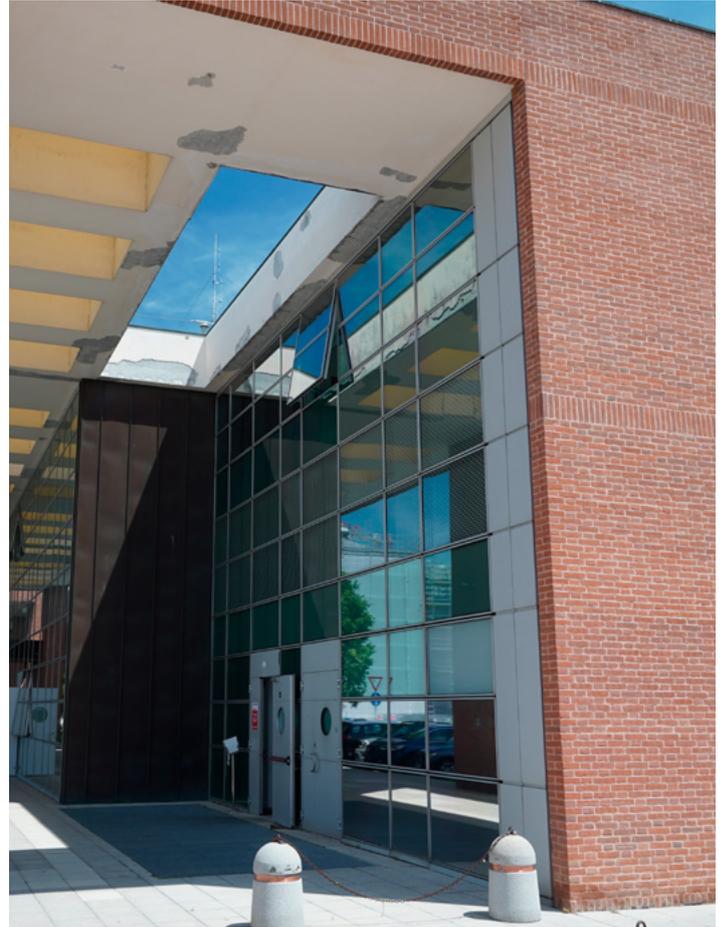
How Avery Dennison XTRM™ Films
Reduced Heat and Glare While Preserving
the Building's Elegant Appearance.

The challenge

ACTV S.p.A., the main public transport carrier in Venice, Italy, faced a challenge typical for the region - excessive heat and glare inside its headquarters building. The large glass windows that brought in natural light also allowed strong sunlight to enter, creating uncomfortable indoor temperatures and visual strain for employees. The company wanted to improve comfort, reduce energy use, and maintain the elegant look of their building, without replacing the existing windows.

The solution

To overcome these challenges, TopFilm SRL from Padua, a long-time partner of Avery Dennison Hanita, recommended using two types of Avery Dennison XTRM™ films: Silver 20 and E-Lite 70. The first one was installed on the sunniest sides of the building, specifically on the offices, workshops, and warehouse areas most exposed to direct sunlight, to significantly reduce glare and heat inside. The E-Lite 70 film was applied on the façades with less sun exposure, helping to maintain a neutral and consistent appearance across the entire headquarters while still improving energy performance. In addition, a privacy film was added to a section of the warehouse facing a newly built hotel, ensuring comfort and discretion for staff both during the day and at night.



The results

The project quickly delivered visible improvements, with employees noticing a significant reduction in glare and a cooler, more pleasant indoor environment, especially in areas previously exposed to intense sunlight. The films helped stabilize temperatures and ease the load on air conditioning systems, resulting in lower energy consumption and reduced CO2 emissions. At the same time, the building maintained its original, elegant look while gaining a clean and uniform finish. ACTV S.p.A. expressed great satisfaction with the outcome, highlighting both the improved comfort and the environmental benefits achieved.



Product used

XTRM™ Silver 20: Exterior Solar
Control Window Film

XTRM™ E-Lite 70: Spectrally Selective
Solar Control Window Film

Key Features XTRM™ Silver 20

- High solar energy rejection: Reduces heat build-up and improves indoor comfort
- Enhanced privacy: Reflective finish ensures daytime privacy without blocking natural light
- Energy efficiency: Cuts cooling energy consumption and lowers carbon footprint
- UV protection: Blocks over 99% of harmful UV radiation
- Modern aesthetics: Maintains a clean, professional look for the building

Key Features XTRM™ E-Lite 70

- Selective heat rejection: Reduces heat gain while preserving the building's natural appearance
- Maintains aesthetics: Neutral finish keeps original glazing look intact
- Energy efficiency: Helps lower cooling loads and environmental impact
- Glare reduction: Improves comfort for occupants in moderate sun-exposed areas
- Long-term durability: Designed for exterior application with minimal maintenance



“The results exceeded expectations - the comfort level inside the building improved significantly, and energy efficiency increased. The customer was highly satisfied with both performance and appearance.”

Stefano Sommacal,
Co-owner of TopFilm SRL



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