

Texas restaurant turns to state-of-the-art window film to manage solar heat, maintain upscale dining experience

A premier restaurant experience blends great food, attentive service and, most importantly, a comfortable setting. Since 2015, patrons of Calabrese have expected and enjoyed such a blend. Popular for everything from romantic dinners to business lunches, the sophisticated Italian restaurant in Southlake, Texas, also has a private event area, known as the Skyroom, above the main dining room. The Skyroom features expansive glass windows that let natural light enhance the ambiance.





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The challenge: Managing Texas-sized heat and glare while maintaining atmosphere

We are talking about Texas, however. Everything is bigger, including the heat, and the summertime sun blazes overhead. So those windows meant the Skyroom straddled a narrow line between aesthetically pleasing natural light and disruptive heat and glare.

The restaurant’s management thus found itself grappling with a classic architectural challenge: How to minimize solar impact while maintaining natural light and view?

The answer? Solar control window film, which delivers excellent solar heat reduction while helping to maintain that clean aesthetic.

Another challenge was how to work within the restaurant’s busy schedule to ensure the installation of the film would have minimal impact on the patrons’ experience.

Calabrese’s management thus sought a consultation with a professional window film installer: **OOVO Window Films**.

Functionality comes first when choosing a film solution

Founded by Elmer Rubio, OOVO is a family-owned and operated company based in Grand Prairie, Texas. OOVO specializes in architectural window tinting – with expertise in solar control film, decorative film, safety and security film, and more. The company serves both residential and commercial customers across the Dallas – Fort Worth Metroplex area.

“Our customer’s primary concern was the functionality of the film, not the brand,” Elmer says. “That’s a common scenario. Customers rarely request specific film brands, often being unaware of their many options. This places the responsibility squarely on our company, as the trusted consultant, to recommend the absolute best product for the job from the many that we offer. And we do that based on performance metrics and our own extensive experience.”



Why OOVO recommends Avery Dennison window film — DR OptiTune 05i

For the Calabrese Skyroom, OOVO recommended Avery Dennison architectural window film DR OptiTune 05i, a Dual Reflective interior solar control film.

The DR OptiTune i window film series combines high levels of solar heat rejection with low internal reflectance. It also provides a warm, neutral-grey tone that blends well with sophisticated aesthetics. The film is available in multiple levels of visible light transmissions (VLT), from a 05 to a 40, to give the level of tint desired.

An added benefit — and a game-changer for OOVO — is that since DR OptiTune is manufactured with Avery Dennison Nanotechnology, it is a dye-free film. The benefit of dye-free films is increased durability — the layers of nanoparticles enhance color stability for longer-lasting color integrity and resistance to fading over time.

Installation day: A perfect finish is non-negotiable

The installation required approximately 350 square feet of film. The OOVO team operated with clockwork precision, launching at 8:00 a.m. and wrapping up just in time for the first dinner guests to arrive at 5:00 p.m. Working with a film that is easy to install is one of the main factors in the OOVO team's installation efficiency.

OOVO's recommendation of DR OptiTune 05i meant the Skyroom would have the darkest tint level the film comes in. They recommended the lowest VLT for this project for superior heat rejection and glare reduction.

“With the Avery Dennison film in place, the Skyroom now offers an even more relaxed environment.”

Shawn Horne, Director of Operations, Calabrese

“The Avery Dennison films are always easy to install, especially when compared to some of the more unforgiving ceramic films we’ve used in the past,” Elmer says. “This ‘forgiveness’ is crucial, as it allows our installers to lift the film, get out any debris, then put the film back to ensure a perfect finish. That’s a non-negotiable standard for OOVO, and certainly what our customers expect.”

A restaurant gives a five-star review

The response from Calabrese management and staff was immediate and overwhelmingly positive. Even as the installation was still underway, staff members noted how much cooler and glare-free the space was.

“With the Avery Dennison film in place, the Skyroom now offers an even more relaxed environment,” says Shawn Horne, director of operations, Calabrese. “Staff and guests both love the new vibe and energy of the room. We’ve even heard some of our guests describe the enhanced Skyroom environment as ‘sexy.’”

And in an industry where businesses can often succeed or struggle based on reviews, the restaurant’s management was so delighted with OOVO and their new window tint that they took it upon themselves to post their own Google review: **5 stars. Top-tier service makes a difference.**

OOVO’s preference for Avery Dennison is rooted in the quality of the material, the nature of their partnership with the company — especially the relationship with their sales representative — and their level of customer service.

“Avery Dennison is really a premium brand, which aligns with their commitment to delivering top-tier service,” Elmer says. “We have explored every manufacturer and we chose Avery Dennison to be one of our top offerings to customers. Our Avery Dennison representative, Brian Bangalan, is personable and always willing to talk to us and answer our questions.”

The perfect blend: The Skyroom and DR OptiTune 05i

The Skyroom at Calabrese delivers unforgettable dining experiences. Now it’s better than ever, thanks to a state-of-the-art solar control window film in the hands of a skilled and professional installation team.

Looking to help clients in the hospitality industry improve their building comfort? Lean on the **Avery Dennison Graphics Solutions architectural window film portfolio**. You’ll benefit from a wide range of interior and exterior architectural films engineered to improve a building’s performance and appearance.

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