Materials Group
Graphics Solutions

Case Study
North America

Sunshades Window Tinting Relies on Avery Dennison® Solar Control Window Film to Protect an Iconic American Resort







“We are honored to have contributed to such an iconic property. This project reflects our team’s commitment to providing thoughtful solutions, quality workmanship, and professional service at the highest level.”

Veronica Avon-Sanchez, Director & CFO,
Sunshades Window Tinting

The term “iconic” gets tossed around a lot these days. But when describing California’s Hotel Del Coronado, the term is entirely appropriate.

Opened in 1888 on San Diego’s Coronado Island, the hotel’s Victorian architecture, red gabled roof, and turret are recognized around the world. Guests over the years have included Hollywood A-listers, U.S. presidents, royalty, and other history-makers. Iconic, indeed.

In 2018, the hotel embarked upon a multi-year, $550 million renovation aimed at preserving the seaside resort’s charm and history while bringing the facility up to 21st century standards.

This renovation project included “The Views,” a connected pair of seven-story buildings just a short walk from the hotel’s main structure. The Views suites, as the name implies, offer “front-row” beach access and expansive views of the Pacific Ocean.

Those beautiful ocean views are thanks to the generous use of glass: Each balcony features floor-to-ceiling sliding glass doors, and transparent glass panels for a modern, aesthetically pleasing safety barrier.

The challenge: Turf damage caused by reflected sunlight
During the renovation process, the hotel opted to use synthetic grass on its greenspaces, aligning with its larger commitment to sustainability in California’s hot and dry climate. But within weeks of installation, turf in the south courtyard began showing signs of damage — apparently from sunlight reflected off the glass façade.

The hotel hired an engineering consultant to study the issue. In a report issued following a day-long period of observation and measurement (on a warm and clear day), the consultant noted several 4-inch to 6-inch wide bands of damaged turf extending across the courtyard. The damage involved the melting, shrinking, and clumping of turf fibers.

The consultant concluded that reflections on the turf were caused by glazing elements on the building’s southwest façade. They noted additional reflections coming from nearly every stack of windows on that façade as the day progressed. Using infrared thermography, the consultant recorded maximum turf temperatures of 296° in the areas receiving a reflection!

72 panels totaling 4,200 ft²



“The film was impressive,” says Francisco. “With the pressure-sensitive adhesive technology, once we positioned and tucked the film, it stayed in place with less solution.”

Francisco Sanchez, CEO & Project Manager, Sunshades Window Tinting

This compared to temperatures of only 103° in other areas. The reflections slowly progressed across the courtyard for up to two hours. The report also noted that the hotel had chosen to install clear instead of low-iron glass, though this did not appear to contribute to the reflectivity issues.

The consultant recommended installation of anti-glare films on the building’s southwest façade glass to help cut the reflections and heat to tolerable intensities.

The solution: SP Blue 75X Window Film
The contract to select and install this film was won by Sunshades Window Tinting of Palm Desert, California.

Established in 1996, Sunshades offers commercial and residential window tinting, automotive window tinting, and paint protection, and other services. The company is co-led by founder Francisco Sanchez, who serves as CEO and project manager, and his spouse, Veronica Ayon-Sanchez, serves as the company’s director and CFO.

For the project, Veronica and Francisco recommended Avery Dennison Spectrally Selective Series “SP Blue 75X” exterior-applied window film. In fact, they recommended this Avery Dennison solar control window film over competing products suggested by the engineering consultant.

“As part of our standard consultation process, we installed 2' x 2' mock-up samples to give the hotel’s management team a clear understanding of how the film would perform and how it would affect the building’s overall appearance,” says Veronica. “This allowed them to evaluate the Avery Dennison SP Blue 75X solution firsthand from both a performance and aesthetic perspective. The mock-up gave the team confidence in the product’s ability to address the reflected heat concerns while preserving the property’s desired appearance.”

A popular choice for both commercial and residential projects, SP Blue 75X is compatible with all glass glazing window systems. According to evaluations performed by Avery Dennison, the film’s subtle blue tint filters 88% of heat building infrared radiation to help keep rooms cool without blocking daylight (and without affecting spectacular ocean views). The film reflects only 15% of visible light, helping reduce glare and potential impacts to exterior surfaces.

Smooth install thanks to Avery Dennison film technology
The three-week installation involved applying Avery Dennison SP Blue 75X to 72 panels totaling approximately 4,200 square feet, all while Hotel Del Coronado continued to welcome guests and maintain daily operations.

"Working in an active resort environment required our team to carefully coordinate around guest activity, hotel staff, and daily property operations," says Francisco. "We adjusted our schedule to work between 9:00 a.m. and 5:00 p.m. to minimize disruption to the guest experience. With guests and staff regularly using the walkways, operating and relocating the boom lift required additional planning, communication, and attention to safety. Our team managed these conditions professionally while keeping the project moving forward."

Although the installation team had to work through ocean breezes, coastal moisture, and the daily operations of the hotel, Francisco found the Avery Dennison SP Blue 75X film to be very easy to work with.

"The film was impressive," says Francisco. "With the pressure-sensitive adhesive technology, once we positioned and tucked the film, it stayed in place with less solution. That made the installation smoother and more efficient, especially in a coastal resort environment."

***The result: Damage prevention and experience preservation**
Renovation of The Hotel Del Coronado wrapped up in 2025. The combined role of Sunshades and Avery Dennison may be a relatively small detail in the larger scheme of the half-billion-dollar-plus project. But that would belie its importance.

The low, 15% reflectability of SP Blue 75X is helping protect the delicate fibers of the synthetic turf, while interior temperatures have become even easier to maintain thanks to the film's 88% filtering of infrared light. The building's aesthetic has been preserved, while guests can continue to enjoy those views of the Pacific through the film's subtle tint.

"Avery Dennison had the right solution for this project," says Francisco. "SP Blue 75X provided a very specific combination of exterior performance, low reflectivity, heat rejection, and visual clarity that made it the best fit for the property."

"We are honored to have contributed to such an iconic property," says Veronica. "This project is a meaningful achievement for Sunshades Window Tinting and a strong example of what can be accomplished through a trusted collaboration with Avery Dennison. Their innovative film technology, combined with our installation experience, helped deliver a solution that supported the property's performance needs while preserving its appearance and guest experience."

To learn more about Sunshades Window Tinting, visit **https://www.sunshadeswt.com**

To learn more about Avery Dennison Graphics Solutions architectural window films, including the solar control films portfolio, visit **graphics.averydennison.com/architecture**



*Actual results may vary - damage prevention is not guaranteed.

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