

# Burke and Associates Helps JW Marriott/Ritz Carlton Cut Energy Use in Sunny Los Angeles

Nearly 300 days of sunshine per year may make Southern California a desirable place to live, but it can make cooling large buildings a very costly and energy-intensive proposition. So when Burke and Associates had the opportunity to find a solar heat reduction solution for the JW Marriott/Ritz Carlton tower in Los Angeles, they turned to Avery Dennison architectural window films.

## **A family firm with a long history in architectural energy conservation**

Burke and Associates is an architectural energy consultancy co-founded by Patrick Burke, his son Zack, and daughter-in-law Lindsay in 2015. The company's legacy, however, goes back much further. Zack, who today serves as the firm's managing member, recalls that his grandfather started in the window film industry in the 1980s, became an executive director for the International Window Film Association, and consulted with many manufacturers along the way.





Today, Burke and Associates is based in Phoenix, Arizona and Austin, Texas. The firm provides energy consultation, energy analysis, installation, and other labor. The firm's clients are primarily in the Southwest and southern states, but Zack and his team have worked in other regions of the country and Canada.

"We work to bring more awareness of architectural window film as an energy efficiency product," says Zack. "We want to get it into the conversation that usually focuses on LED light bulbs and water-saving plumbing fixtures. Fact is, architectural window films can have a big impact for building managers working to save energy and perhaps get LEED-certified."

### Standing out on the Los Angeles skyline

At 54 stories, the JW Marriott/Ritz Carlton tower stands out as part of the L.A. LIVE entertainment district in Los Angeles. The

hybrid complex, which contains luxury hotel rooms and condominium residences, is sheathed in stunning, blue-tinted glass.

That look, however, created a challenge for the building's management. They struggled to keep the complex cool in the hot, Southern California sun while making efficient use of energy and managing their costs. That's when Burke and Associates came into the picture.

"The glass was letting in a considerable amount of heat," says Zack. "So we started by applying exterior window film to the lobbies of the residential areas as a test. Immediately, the temperatures dropped 10 to 15 degrees. That led to an additional test in one of the hotel's guest rooms with similarly striking results."

### The project is approved

With the facility management's blessing, Burke measured out all of the glass in the complex, including guest rooms, residences,

lobbies, and common areas. After a year of waiting for city approval, the project got the green light. Zack and his team were asked to begin with the building's meeting spaces, with 80-foot-high ceilings.

And one more thing: They were given a 30-day deadline!

Bringing in a boom that could reach that ceiling and fit in the hotel's service elevator (they found the boom in Las Vegas), the Burke team got to work. A pair of installers applied Avery Dennison R Silver 20i film to the area's 30,000 square feet of glass, averaging 1,000 square feet per day. They beat the deadline.

### R Silver 20 features both performance and aesthetics

Avery Dennison R Silver 20 interior films block more than 99% of UV light, limiting fading and damage from the sun. They provide an excellent level of heat rejection to help facility managers save costs associated with cooling while offering outstanding solar heat and glare rejection for enhanced comfort of building occupants. Their bold appearance can enhance a building's aesthetics while helping maintain occupants' privacy.

**"For the first time in five years, the building's management was able to turn off their HVAC chillers in the treated area," says Zack.**

The work also earned the building a \$33,000 energy rebate from the Los Angeles Department of Water and Power (LADWP).

R Silver 20 is also easy to install. This is a significant benefit for installers, whether



they're standing in a bucket 80 feet in the air or simply looking to work more efficiently. "That liner just falls off like butter," says Zack. "It just comes right off, making it super simple for our guys to use."

He continues, "We love the consistency and clarity of the Avery Dennison films. It's easy to squeegee out and looks great right away. We had the project done in 30 days, and it's getting results. The customer is ecstatic."

Zack says he is also an enthusiastic user of Avery Dennison DR Optitune and NT PerLite Ceramic Architectural Window Films. Beyond products, Zack has come to rely on Brian Bangalan, his Avery Dennison representative, along with the company's energy analysis services to help him pull together and present data to his clients.

Looking to the future with optimism  
Were it not for the pandemic putting a hold

on many large projects in the hospitality industry, Zack believes that 2020 and 2021 would have been very busy with work for JW Marriott. The project's success in Los Angeles prompted the building's engineer to contact and share results with his peers at other JW Marriott properties in California. But Zack is confident that once the industry gets back on its feet, those projects will come.

Learn more about Avery Dennison architectural window films, including the R Silver Series, at [graphics.averydennison.com/windowfilms](https://graphics.averydennison.com/windowfilms)

Visit Burke and Associates at <https://www.burkeassociates.co>

[graphics.averydennison.com](https://graphics.averydennison.com)

11/2021



For information on warranty terms, exclusions and certain limitations that apply please see our website: [graphics.averydennison.com](https://graphics.averydennison.com). All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that the Purchaser has independently determined the suitability of such products for its intended and other purposes.

©2021 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.