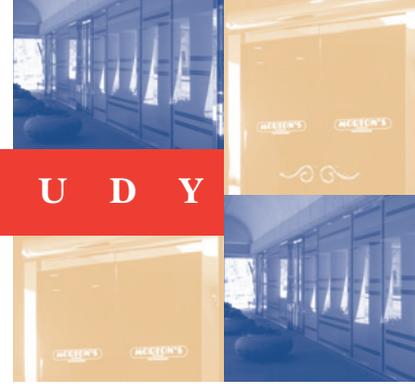


Morton's of Chicago Steakhouse  
Atlanta, Georgia

C A S E



S T U D Y



*FROSTED DECORATIVE FILM  
ACHIEVES SIZZLING  
YET PRIVATE DECOR*



Morton's of Chicago Steakhouse in Atlanta is part of the Morton's Restaurant Group, the largest company owned steakhouse group in the United States with 65 Morton's establishments. A leader in the fine dining segment of the restaurant industry, the company offers extraordinary consistency of presentation throughout all its locations. Its key to success is to create and present superior food and hospitality in a private, pleasant and lively ambience.

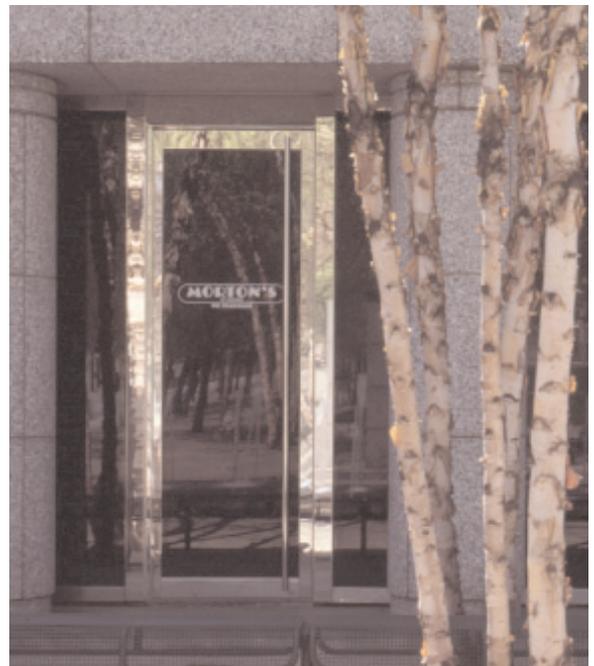
The Morton's of Chicago Steakhouse located near the world renowned CNN Center in downtown Atlanta, wanted to provide a greater sense of privacy than the existing plain glass doors and side-wall windows permitted. Traditional acid glass etching was one course of action that could have been taken but that would have serious shortcomings: it is an expensive, difficult, unforgiving and permanent process.

The company's Director of Architecture delved into alternate solutions and quickly came to the conclusion that the new line of LLumar® glass enhancement window film could provide the benefits that were sought at a fraction of the cost and with specific advantages over acid-etching - -





- The decorative films offered endless design possibilities, from a basic palette of colored, translucent, opaque and geometric patterns.
- The product would add a subtle, stylish and effective level of privacy and glare reduction limited only by creative imagination and the skill of the installer.
- Frost patterns would reduce visible light by 30% and reduce glare by 23% making them an ideal choice for privacy.
- Used on sun exposed glass, would block 98% or more of UV rays from penetrating the glass to provide significant protection from the damaging effects of solar radiation -- fading interiors and skin damage.
- LLumar® window films, which are fitted on the inside of glass, could be installed with minimal disruption to the daily routine of the restaurant.



The local LLumar® dealer, a solar control specialist, was consulted. Custom-tailored designs were submitted and the work promptly undertaken. LLumar® NRMP3 black film, with the Morton's logo a bold centerpiece, was used to give the doors a familiar facade. This film blocked all solar transmittance. The restaurant's exterior windows, which run across the front and down one side of the building, were treated with white frosted LLumar® NRMP2 film installed in an intricate aesthetically pleasing pattern to provide an attractive appearance and shield the interior and guests from prying eyes. The solar control frosted film let in 69% of visible light, reduced glare by 23% and blocked 98% of harmful ultraviolet radiation.

Mission accomplished! Morton's of Chicago Steakhouse in Atlanta now has the convivial appearance and hospitable ambience that is the mark of this famous restaurant chain.

