

Custom utility rebate  
paves the way for  
huge energy savings.

*“3M went above and beyond to make  
it all happen.”*

*— John Mackley, ATD  
Solar & Security*

## 3M™ Sun Control Window Film Ceramic Series

Clinton Street Highrise — Baltimore, Maryland

### ► Project Scope

1501 South Clinton Street in Baltimore is one big, beautiful building. At 20 stories and 262 feet high—with more than 50,000 sq. ft. of window glass—it's one of the most striking structures to grace the city's skyline.



► **Situation**

With 50,000 sq. ft. of window glass, the office tower was an energy glutton. Building ownership and management needed to cut energy costs and increase interior comfort—all in a relatively short timeframe, in a non-intrusive process, without affecting the tower’s reflective modernism. Paramount, was the issue of paying for upfront job costs on a limited budget.

► **Solution**

After conducting a thorough assessment of available options, ATD Solar & Security (an authorized 3M™ Window Films dealer in Baltimore) recommended 3M™ Sun Control Window Film Ceramic 30 which offers low reflectivity, high clarity and outstanding heat reduction. All parties agreed it was the ideal solution to save energy and keep the interior looking and feeling cool.

To help pay for the project, 3M facilitated a custom rebate program with ICF International, the entity that supports Baltimore Gas and Electric’s (BGE) energy efficiency programs. The key reason BGE and ICF agreed to its first-ever window film rebate program—a rebate of 40% of the total job cost—was the projected energy savings.

“A lot of the credit goes to 3M for their efforts in proving the public benefit of the savings, as well as their work with BGE in structuring the rebate itself,” John Mackley of ATD Solar & Security said. “3M went above and beyond to make it all happen.”

► **Result**

After a well planned, three-phase installation program—completed in only two months—the building’s team began to realize immediate benefits and a return on its investment. The installation of 3M™ Sun Control Window Film is estimated to save the building 1.3 million kWh per year.

At that rate of energy efficiency, the project will pay for itself (after rebate) in less than four years! Everybody benefits from this enhancement—building owners and management, the tenants, and Baltimore’s energy grid.

**Case Study Summary**

**Challenge:** Reduce energy costs and increase interior comfort

**Product Selection:** 3M™ Sun Control Window Film Ceramic 30

**Benefits:** Increased comfort, decreased energy cost estimated to save the building 1.3 million kWh per year.



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