

Insolroll

WINDOW SHADING SYSTEMS

National Account
Window Covering Service



Window Treatments Measured and Installed
in Restaurants and Retail Stores Nationwide



INSOLROLL^{INC.}
WINDOW SHADING SYSTEMS

Insolroll Solar Screen Shades

Thermal & Visual Comfort

Soft Lighting

Pleasant Temperature

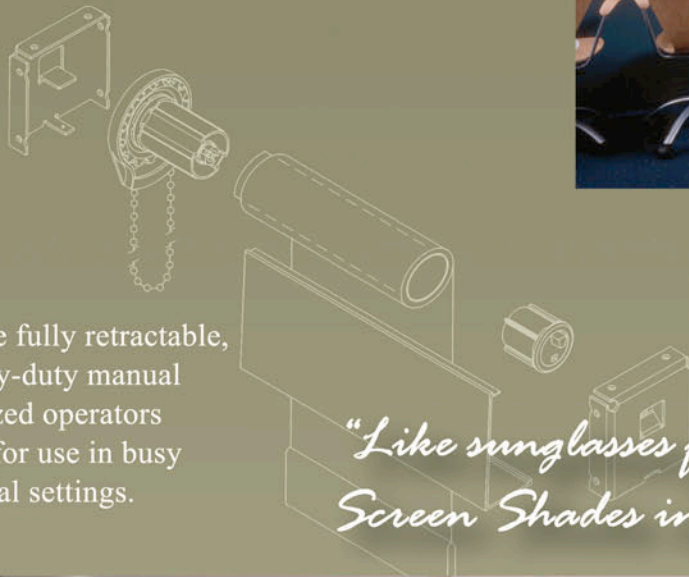
Reduce Energy Costs

Maintain View

Protect Interior Furnishings



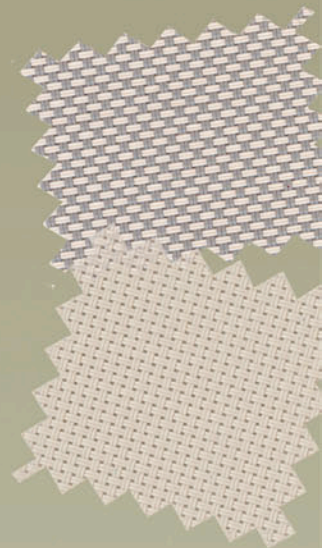
Sleek Design Enhances Decor



Shades are fully retractable, with heavy-duty manual or motorized operators designed for use in busy commercial settings.

Comfort

"Like sunglasses for your windows, Insolroll Solar Screen Shades increase comfort by reducing glare."



Insolroll's National Account Program

Provides Measure & Installation Service at any location in the United States & Canada.

One - Call Program

Here's how it works:

- Insolroll field measures your location.
- Insolroll submits proposal based on actual store scope/dimensions.
- Purchase Order is issued.
- Insolroll manufactures solar screen shades.
- Installation is completed.
- Store Manager completes checklist for quality assurance.
- Insolroll provides warranty on all products and installation.

You receive consistent

*& product,
& service,
& price.*

Let Insolroll handle it.

Densely woven mesh fabric will not crease, smudge, or collect dust.

Fabrics can be washed with soap and water.

Extremely durable.

Fire resistant.

Fade resistant.



View



Many of North America's leading corporations trust Insolroll's National Account Window Covering Service to measure and install custom window treatments in multiple locations across the United States & Canada.



Shades Reduce Glare at Chipotle

Sun glare is a common problem for many quick-service and fast-casual restaurant chains, whose storefronts often include large expanses of glass windows. Chipotle Mexican Grill has eliminated the problem by installing solar-screen shades that reduce heat and glare while maintaining outward visibility. The fast-growing, 250-unit fast-casual chain uses the window coverings to combat the strong solar gain that would otherwise end up inside its interiors.

"We have started to incorporate the coverings in most of our units. We don't use them, however, in locations where solar gain is not an issue, such as buildings with architectural protection for storefront areas," says Giff Aune, development purchasing manager, Chipotle Mexican Grill, Denver (McDonald's holds a majority stake in the company).

Aune says comfort—of customers as well as employees—is the primary reason Chipotle uses the window shades. The harsh glare of the sun can make for some uncomfortable dining and working experiences.

"The glare can be challenging, especially when you have a lot of windows," Aune says. "We don't want our crew members, for instance, squinting as they take orders. And we want customers to be comfortable at all times of the day."

Chipotle looked at a variety of options before deciding on the solar-screen shades. From Insolroll Window Shading Systems, Louisville, Colo., the shades are made from a densely woven, vinyl-coated mesh fabric that comes in a variety of colors and densities. Chipotle specified a dark brown.

"We selected the color that best matches our interior finish," Aune says. "We are rather particular about how our interiors



look. These shades don't detract at all from our appearance."

For the sake of durability, Aune specified heavy-duty hardware on the shades. Since the shades are manually rolled up and down several times a day (motorized versions also are available), it was important that the hardware be able to stand the test of time and frequent use. To date, it has.

"We haven't had any complaints about the shades at all," Aune says. "They have worked out fine."

Insolroll provides Chipotle with turnkey service, including a single contact for all locations and professional measuring and installation services.

"It's one-stop shopping," Aune says.

Correct fit is important to Chipotle.

"We like the shades to fit neat and tight," Aune explains. "Each order is custom-made and requires field measurement prior to production."

Insolroll says professional measurement and installation is critical to successful implementation.

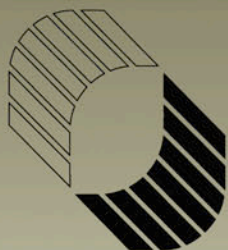
"The nuances of window treatments, both in the measuring and installation end, require a specific expertise," says Earl Cornelius, national sales manager, Insolroll. "The custom nature of the business makes it a difficult job for a general contractor."

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NRN's Unit Specs,
Vol. 2,
No. 2

Commitment

Dependability

Assurance



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