

The background features a tall, modern skyscraper with a glass facade that reflects the surrounding environment. The sky is a vibrant blue with wispy white clouds. In the upper left corner, bright sun rays radiate outwards from behind the building.

**ENERGY**

CONSULTING SERVICES

CAMPBELL



# Introducing Campbell Energy Consulting

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Whether you are a building owner, facilities engineer, property manager, or a leasing agent, you are always on the lookout for improvements that will lower costs and increase bottom line profits. In some instances, you're faced with legislation that mandates lower energy consumption. The question is "How"? Given your busy schedule, you don't have time for sales pitches. You want facts and expert help. Enter Campbell Energy Consulting.





**CAMPBELL ENERGY CONSULTING HAS TWO GOALS:**

- #1 DETERMINE WHETHER WINDOW FILM IS VIABLE AND COST EFFECTIVE ON YOUR PROPERTY**
- #2 PROVIDE ALL THE SPECIFICATIONS AND DETAILS NEEDED FOR A SUCCESSFUL RFP**

# The Campbell Difference

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Why Campbell? We specialize in window film. Campbell is Large Commercial Certified and a three-time 3M Window Film Dealer of the Year. Together, Campbell and 3M offer you a world class team of window film professionals that are knowledgeable, service minded, and thorough. Yes, we'd welcome the chance to be your window tinting installation company, but first things first. Before choosing an installer, you must first determine if window film is cost effective for your property. That's where Campbell Energy Consulting comes in. We are here to guide you on a fact-finding mission that leads to a comprehensive RFP and, hopefully, a big payoff. Getting your RFP right is our mission. The overall success of your project hinges on it.



# A Step By Step Plan For Success

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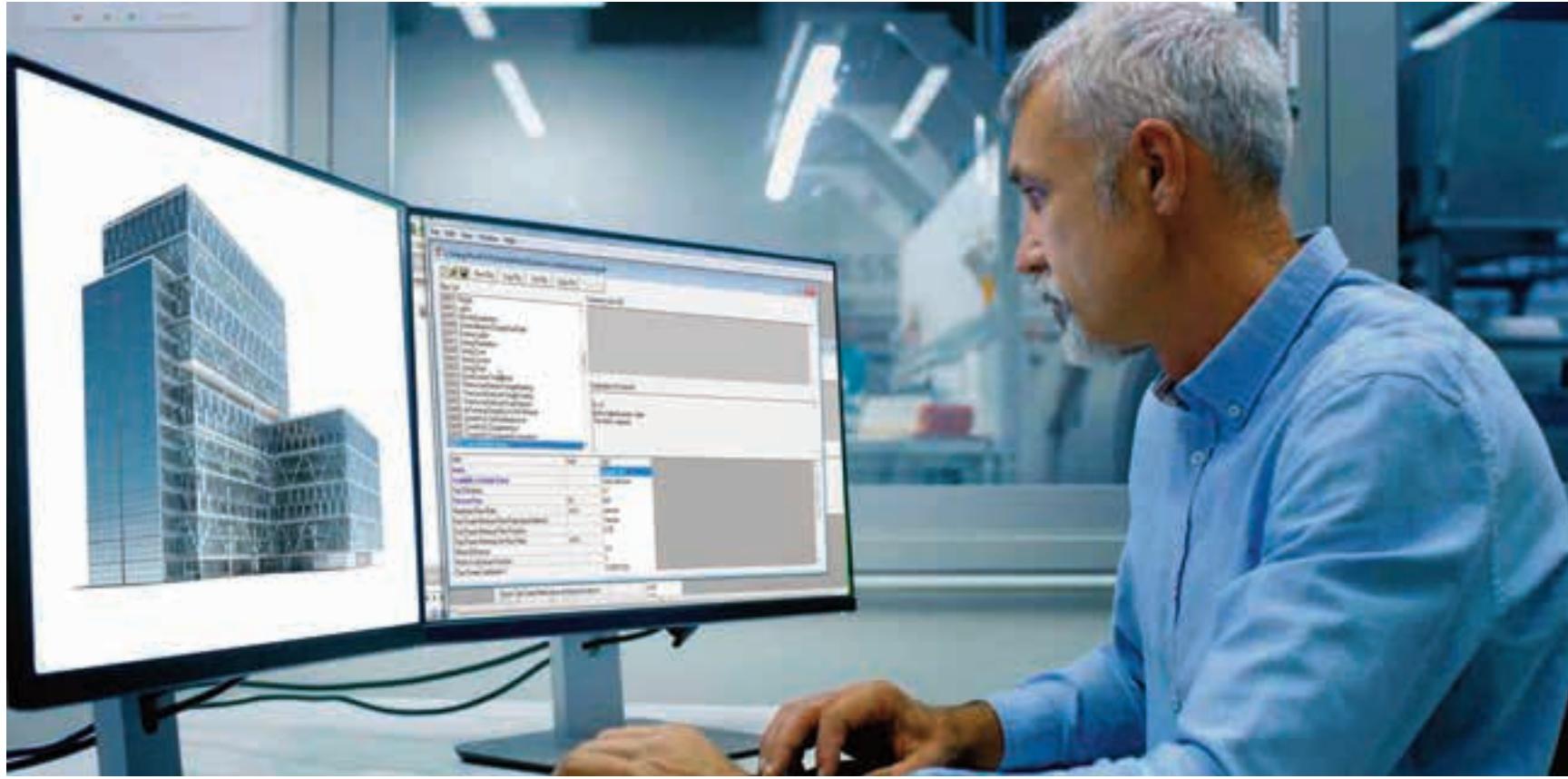
**STEP ONE:** We start by creating an energy history of your property. Building plans, questionnaire answers, and 12-months of utility bills get the process started.

**STEP TWO:** At the site survey, our team of energy experts will meet with all involved principals and take specific measurements including glass width, height, and thickness. We will also evaluate any solar coatings already in place.

**STEP THREE:** Next, we'll process all your data using proprietary building modeling software specifically designed for window film. Once a profile is established, we compare the model's energy outputs to your existing utility bills. This allows us to ensure the model is properly calibrated. We then enter in up to five different window films and re-render the model. The result is a forecast with a high degree of accuracy.

**STEP FOUR:** Simultaneously, we'll install full sized mock up samples. Using laser thermometers and BTU meters, we'll measure the effectiveness of the films as further proof of technology. Test panels also allow you to preview what the film will look like both inside and outside.

**STEP FIVE:** Lastly, we'll send you a comprehensive report specifying which film is right for your property, all associated costs, projected energy usage, an ROI timetable, and a list of key details you'll want to include in your RFP.



## The Campbell Report: Nothing But The Facts

Campbell Energy Consulting takes all the guesswork out of your decision to install window film. Campbell's computerized analysis will chart anticipated energy savings, plot an ROI timetable, and identify available rebates. Our proprietary software is designed to analyze fenestration systems with and without film for cost effectiveness. Using input from the site survey and your questionnaire answers, a computer model replicates exactly how energy consumption occurs at your property. Next, we incorporate data from the weather station closest to your property. The software accounts for each minute of every day for an entire year. We also factor in shifting sun angles, typical seasonal changes such as "June Gloom" and "July Fry", and occupancy fluctuations throughout the day, including holidays. Once a historical profile is established, we enter up to five different window films and re-render the model. The result is a forecast with a very high degree of accuracy.



## A Report That Includes More Than Just Numbers

While bottom line numbers are key, details unique to a window film job must also be part of an effective RFP. Our report will feature annotated photos to highlight key areas of special attention. We'll also help you identify details like requirements for how the film is cut, costs associated with moving furniture, replacing blinds, and onsite supervision. Establishing parameters for cleaning the glass—both before and after installation—are also important. Our report will help you set specifications for insurance, contractor licensing, and certification. Finally, we'll include an assessment of LEED points, all relevant warranty information, and lifecycle reports. A complete RFP identifies every aspect of your job with a goal of avoiding problems before they happen.



## Test Panels: Seeing Is Believing

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Test panels are included standard in every Campbell consulting package. Although our world-class computer models are pinpoint accurate, nothing compares to actually seeing the results window tinting will have on your property. Installing samples moves you from a virtual reality to real-world proof of technology. Now you can precisely measure before-and-after temperatures. Equally important, you'll be able to evaluate how various window films affect work space lighting conditions and how building aesthetics are impacted.



# Why Window Film Is So Effective

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The US Department of Energy studied the top 50 commercially available energy conservation technologies. Based on pay-back, probability of success, and overall energy savings, window film ranked as a top-tier technology. Window film earned the fastest payback rating available—approximately 3 years. Window film also earned the highest ranking for probability of success based on customer acceptance, ease of retrofit, knowledge base, and supply chain strength. The benefits of commercial window film are impressive:

- **SAVES UP TO 19 KWH/SQ. FT. ON SINGLE PANE & 12 KWH/SQ. FT. ON DOUBLE PANE**
- **REDUCES SOLAR HEAT UP TO 83%**
- **UP TO 9 DEGREES COOLER STANDING BY A FILMED WINDOW**
- **SAVES UP TO 10% OF YOUR TOTAL ENERGY BILL**
- **REJECTS 99% OF UV RAYS**
- **FASTEAST PAYBACK RATING AVAILABLE, APPROXIMATELY THREE YEARS**

# So Much More Than Just Energy Control

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In the world of energy consulting, there are two types of money. Green money is for capital expenditures, building improvements, and budget line items. Purple money are the side benefits that come from projects like window film and include:

- **MORE COMFORTABLE TENANTS**
- **BETTER TENANT RETENTION**
- **HIGHER OCCUPANCY AND RENTAL RATES**
- **ENHANCED BUILDING REPUTATION**
- **LOWER HVAC EQUIPMENT WEAR AND TEAR**
- **POSSIBLY REDUCE THE SIZE AND TONNAGE OF HVAC REFURBISHMENT**
- **IMPROVED BUILDING APPEARANCE**

No, you can't spend purple money, but it has real world benefits and a direct impact on your bottom line.



## **Don't Just Take Our Word For It**

*"Having received our rebate check from LADWP I am prompted to express my sincere appreciation for the exemplary manner in which your company performed on the project, from early-phase testing, energy consulting and value engineering, to final completion. The organization of your team, their attention to detail and the finish quality all made for a seamless installation. It's always refreshing to work with a company that understands how, and is dedicated to, making such a large project go smoothly. Your continued and prompt communication was appreciated and made for an efficient project. Your continued support during and after the completion of the project with LADWP engineers and assisting with the rebate process was invaluable."*

**Jan Church, CPM, RPA General Property Manager, Howard Hughes Center, Los Angeles, CA**

*"I wanted to reach out to you to complement your team that has been working at Corporate Pointe on the window tint and spandrel. We are already seeing the results in our tenant comfort and ability to cool the building. Thank you for all your help getting us through this. Feel free to add me to your reference list."*

**Wendy M. Donell, RPA Senior Property Manager, 600 Corporate Pointe, Culver City, CA**



*"When we started researching window film, we recorded temperatures over 110 degrees inside our building. The solar load was astronomical. We coordinated with Campbell Window Film, did a complete energy analysis including test samples, and saw reductions down to 75 degrees. Confident about the energy savings, we installed window film on both the south and east sides of our two towers. With 52 stories in each tower, that adds up to approximately 3,300 windows. Over a nine month period, we saved over 1,600,000 KWH which translates to over \$300,000 and an ROI of less than a year. The whole process far exceeded my expectations."*

**Michael Brooks, Property Manager, City National Plaza, Los Angeles, CA**

# CAMPBELL ENERGY CONSULTING Q&A

## **Q: WHY CAMPBELL ENERGY CONSULTING?**

A: This is probably our #1 most frequently asked question. Very few energy consulting firms, architects, or building engineers can match our knowledge of window film. Our detailed understanding and expertise is key to making an informed decision. Teaming with Campbell gives you the experience of a company that has completed energy analyses of over 50 large buildings, saving clients over 1 billion kWh while securing over \$1,000,000.00 in energy rebates.

## **Q: SOME WINDOW TINTING COMPANIES PROVIDE FREE QUOTES, WHY PAY FOR THIS INFORMATION?**

A: If you are only interested in having window film installed, you can get free quotes. If, however, you want a detailed assessment of your specific building with projected energy savings, ROI, test panels, and a window film spec you can use for RFP, we can help.

## **Q: HOW WILL THIS INFORMATION BE PRESENTED?**

A: Our comprehensive report will include all the specifications needed for a Request For Proposal (RFP), annotated photos, and a myriad of considerations that should be included in a window film specific bidding process.

## **Q: WHAT DOES THIS PROCESS LOOK LIKE?**

A: We'll analyze all your fenestration, taking into account the glass type, size, and orientation to the sun. Our computerized energy analysis will calculate the project cost, anticipated energy savings, ROI, and any rebates. We will assist you in determining the best film for your application. Campbell will then provide everything needed to build an RFP that can be routed to various window tinting companies.

# CAMPBELL ENERGY CONSULTING Q&A

## **Q: HOW LONG DOES THE PROCESS TAKE?**

A: Typically 2-3 weeks after you complete our questionnaire and provide all the necessary background information.

## **Q: WHAT'S NEEDED TO GET STARTED?**

A: We start with an initial site inspection and a principals meeting. Next, we'll ask you to provide questionnaire answers and a full year's utility bills. We will also need specifics on your HVAC system and, if applicable, specs on your swing stage equipment along with prevailing wage requirements. We will communicate clearly throughout the process.

## **Q: HOW WILL YOU ARRIVE AT AN ROI IF WE HAVEN'T GONE TO RFP?**

A: Although we will not present an official proposal unless invited to do so, our representative numbers are more than sufficient for decision-makers to understand the costs and ROI.

## **Q: WHAT IF I WANT CAMPBELL TO DO THE INSTALLATION?**

A: Corporate bylaws generally require that a capital expenditure the size of a window film project must go out for bid. We would welcome the opportunity to complete your project, but keep in mind that the installation is only part of the overall process. Once the job is finished, submitting rebate paperwork and interacting with the utility company begins. If chosen as your installer, all follow-up is part of our package. We have fought difficult battles for our clients and won. When a large rebate is on the line, working with professionals that have handled delicate communications with utility company engineers is invaluable.



**CAMPBELL**

16321 Gothard St A, Huntington Beach, CA 92647  
(800) 580-9997 • [CampbellWindowFilm.com](http://CampbellWindowFilm.com)