Science.
Applied to Life.™

Real estate; Preserving valuable ocean views.

"We had just invested $1.3 million in a condominium with stunning views. The last thing we wanted to do was to install heavy draperies that would protect the interior but close off views to the outside."

— Michael Marto, Homeowner



3M™ Sun Control Window Film Prestige Series

Caribe Resort — Orange Beach, Alabama

• Project Scope

Many consider Caribe Resort to be the most exclusive condominium address in Orange Beach, Alabama. Caribe's 14-story contemporary condominium towers with dramatic 14-story skylit atriums are surrounded by lush natural landscaping and water on all sides. The 23-acre one-of-a-kind resort borders more than a mile-and-a-half of shoreline with pristine beaches and protected natural habitat. The $1 million plus privately owned condominiums boast 9- to 11-foot ceilings and features floor-to-ceiling full-view windows and glass doors, overlooking the oversized, curvilinear balconies.

• Situation

When cousins Michael and Bob Marto, and their friend Costanzo LaRussa, decided to invest in a shared vacation home for their families, it was Caribe Resort's unobstructed views of unspoiled beaches and storybook sunsets that initially attracted them. At the same time, they were concerned about obtaining enhanced protection for their new high-end furnishings from the damaging effects of the sun.

"We hired Glenda McCormick Lewis from Atlanta's McCormick Interior Design, Inc.—one of the best interior designers in the country—to furnish our condominium," says Michael Marto, who is an executive in the production industry. "Glenda did an exquisite job, and we invested more than $250,000 in the interior furnishings, which range from one-of-a-kind Indonesian antiques and custom handmade fabrics to custom, high definition audio visual equipment. With the massive walls of windows that allow the light to flood into our unit, we knew there was a high risk that the sun would fade and ruin these valuable items. Of course, glare and heat gain were also considerations to maintain optimum comfort when we're vacationing there."

• Solution

First and foremost, Marto and his co-owners wanted to find a solution to help deflect the negative effects of the sun, while still maintaining clear views from every angle of the condominium. After extensively researching the various options with the interior designer, they called in the experts at Distinctive Products in Gulf Shores, Alabama. Distinctive Products is an authorized dealer for 3M™ Sun Control Window Film Prestige Series a world-class film.

• Result

The installation took only a day-and-a-half and covered about 600 square feet of glass. The project ended in May 2006, and Marto says they're thrilled with the results.

"In addition to allowing us to maintain our views with less reflectivity, we now have peace of mind, knowing that we have one of the newest, most effective products available to help keep our furnishings protected from the damaging effects of the sun," he says.

Case Study Summary

Challenge: Protect exquisite home furnishings while maintaining a spectacular view

Product Selection: 3M™ Sun Control Window Film Prestige PR 40

Benefits: Improved heat rejection, low reflectivity, and proactively blocking 99% of the suns UV rays, the largest single cause of fading.

Superior performance through 3M Science.

3M™ Prestige Series Films use non-metallized, multilayer optical film and nanotechnology to achieve what other films simply can't:

- Enhanced comfort – The spectrally selective films reject up to 97%* of the sun's heat-producing infrared light, helping keep interiors cooler, reducing the load on cooling systems and saving energy. 3M Films block up to 99% of the sun's UV rays, the largest single cause of fading.
- Unsurpassed capabilities — What sets Prestige Series Films apart is the precision with which light waves are controlled as they pass through or reflect off of hundreds of layers of film. Compared to other films, the Prestige Series Films increase their performance at a faster rate as the sun's angle increases. That means greater comfort when you need it the most. When the sun is working its hardest, so is 3M Prestige Series.
- Enhanced views and aesthetics — Films that reject heat tend to have high reflectivity. Not with Prestige Series Films. These films are optically clear and can offer reflectivity that's in some cases lower than glass. That means the same visual clarity, inside and out.
- No corrosion. No signal interference. Being non-metallic, Prestige Series Films aren't susceptible to corrosion in coastal environments. They also don't interfere with electronic device signals.

"As homeowners, we wanted to use the leading product in the industry. Our research paid off, and these films have met all of our expectations by helping us protect our investment while increasing the comfort and livability of our new vacation home." — Michael Marto, Homeowner



*3M Prestige Series Films block energy across the entire IR range. The 97% rejection value is based on performance in the 900-1000 nanometers (nm) range.

CAUTION: Although certain 3M™ Window Films help block a certain percentage of UVA and UVB radiation and may have received The Skin Cancer Foundation Seal of Recommendation, the efficacy of these films in protecting against skin cancer has not been tested by 3M and **3M™ WINDOW FILMS DO NOT PREVENT SKIN CANCER.**

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98-0150-0812-5 Rev. B

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