



REGULAR GLASS



GUARDIAN CLARITY™

MAXIMIZE THE ATTRACTIVENESS OF YOUR SHOP WINDOW WITH GUARDIAN CLARITY™

Competition on the high-street is fierce and generating footfall is essential for retail success. Consumers often shop on autopilot and stores need to attract attention and differentiate themselves in order to stand out. During shopping hours daylight creates reflections on regular glass that can often turn a storefront into a mirror, creating a psychological and physical barrier between the street and the customer passing by the shop. The reflections fade out colours and products don't seem as attractive or impactful.

Guardian Clarity™ is a ground-breaking innovation that provides a true, clear view through glass.

Guardian Clarity™ provides optimum contrast without distracting reflections, allowing colours to be rich and vibrant. From many angles it appears practically invisible and as a result, the glass is no longer a barrier between people and the store. Like other products from Guardian Glass, Guardian Clarity™ also provides security, safety and UV protection.

CASE STUDY* TO MEASURE THE IMPACT OF GUARDIAN CLARITY™

To measure the impact Guardian Clarity™ would have on shoppers' behavior, Guardian Glass commissioned a month-long experiment on a normal shop on a typical, busy high street. Tracking sensors were installed on the storefront to measure initial activity behavior from passers-by. After two weeks, the storefront glass was changed to Guardian Clarity™. All other conditions and storefront variables remained the same - but the results were clear:

18% more people stopped and spent 42% more time in front of the store.

Street intercept surveys were also carried out to study shoppers' views and perceptions of the anti-reflective glass. The customer interviews confirmed that window displays are very important for shoppers, with 80% of respondents stating that they pay attention to storefronts.

Based on this feedback, it's clear to see how Guardian Clarity™ glass helped to improve the customer experience and positively increased their impression of the store and the products on display.



Seeing products more clearly makes the shop more attractive.

The glass takes the barrier away between the product and the customer.

You get the impression that the shop spends more money on its customers.

It makes a big difference; you can see more and it feels more inviting.

Anti-reflective glass suggests higher quality products.

The glass makes the colours stand out.



Feedback from interviewees

KEY BENEFITS

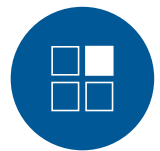


Attention

People pay attention to storefronts and an attractive shop window is crucial for attracting shoppers.

Colours

Strong, vibrant colours are more impactful and gain shopper attention.



Improved perception

The case study also shows an improved perception of the quality of the store after it has installed Clarity.

Stopping power

Guardian Clarity™ glass has been proven to make a difference in terms of stopping power, helping shops attract further footfall.



With Guardian Clarity™, increased footfall and an improved customer experience can be achieved without the need for a costly refurbishment.

*Case Study was conducted by MasonBower in 2019, data on file.