



For Immediate Release

Contact

Jamie Selby
Sales and Marketing Coordinator
jamieS@pleotint.com
616.662.7216

State-of-the-Art Michigan Theater Features Pleotint's Suntuitive Self-Tinting Glass

JENISON, Mich., Sept. 24, 2014 – Pleotint, LLC, announced that the Quality 10 GDX Theater by Goodrich Quality Theaters, a state-of-the-art cinema that recently opened in Saginaw, Michigan, was constructed with its self-tinting *Suntuitive*® glass.

Architect Todd Ockaskis, an architect with Grand Rapids-based Paradigm Design, said the main challenge associated with designing the theater was configuring it to limit heat and glare from the sun on the south façade during the day while allowing for maximum visibility into and out of the building at night.

“We considered using permanently tinted windows, fritted glass, and mechanical shades, but the self-tinting glass offered the advantages of each without any compromises,” Ockaskis explained. “The glass naturally adjusts to provide the perfect tint to counteract outside conditions, while allowing the glass to be clear at night.”

The upper-level façade features dual-pane insulating glass units incorporating an exterior lite of *Suntuitive* glass laminated with *Optiblue* glass and an interior lite of low-emissivity *Solarban 60* glass. *Optiblue* and *Solarban* glasses are manufactured by PPG.

Martin Betz, chief operating officer for Goodrich Quality Theaters, said the company’s goal was to create excitement and recapture the market by replacing a 40-year-old multiplex adjacent to the site with a new, energy-efficient building.

“*Suntuitive* glass was new to us, but after operating the theater through winter and summer, I’m happy to say the self-tinting glass has been a complete success, exceeding our expectations,” Betz said. “It has helped us control our utility costs and added to the contemporary design of our building.”

For more information about the performance benefits associated with *Suntuitive* glass by Pleotint, visit www.Suntuitive.com.

About Pleotint, LLC

Pleotint, LLC, is the world’s top innovator in self-tinting windows. Pleotint produces *Suntuitive*® glass technology that simply uses heat from sunlight to tint windows when necessary. Pleotint is dedicated to providing customers with naturally brilliant windows that increase energy efficiency and optimize comfort and views. For more information, visit www.Pleotint.com.

###

State-of-the-Art Michigan Theater Features Pleotint's Suntuitive Self-Tinting Glass

JENISON, Mich., Sept. 24, 2014 – Pleotint, LLC, announced that the Quality 10 GDX Theater by Goodrich Quality Theaters, a state-of-the-art cinema that recently opened in Saginaw, Michigan, was constructed with its self-tinting *Suntuitive*® glass.



Photos courtesy of Paradigm Design

Contact

Jamie Selby
Sales and Marketing Coordinator
jamieS@pleotint.com
616.662.7216

Editor's Note: High-res photography is available upon request.