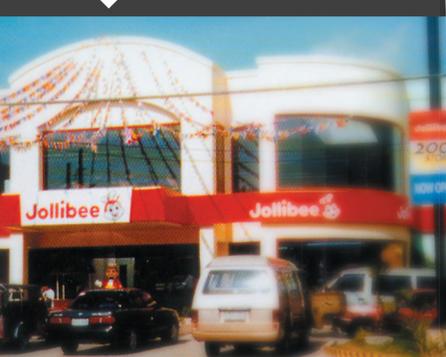


CASE STUDY 1
FOOD & BEVERAGE

PHILIPPINES

Jollibee Fast Food Restaurants



AT A GLANCE

PROJECT NAME	Jollibee Fastfood Restaurant
SITE	Philippines
COMPLETED	January 1997

The famous Jollibee food chain in Philippines recently opened its 200th outlet located at the suburban downtown of Malolos, Bulacan in the Philippines. V-KOOL® window coatings were installed at the dining and playground areas of the store. Another Jollibee store, located at the uptown part of the same town also had it's dining and playground areas coated.

Jollibee is the largest fast food restaurant chain in the Philippines. From 14 outlets in 1981, Jollibee had expanded to 200 stores and it is listed in the Philippines Stock Exchange. In November 1996, V-KOOL (Philippines) Inc. participated in the Philippines Construction Exhibition, the leading show for the building and construction industry. One of the visitors, who was very impressed with the performance and transparency of V-KOOL, was the chief in-house architect of the Jollibee Company.

Two new company-owned outlets at Malolos were being constructed and the owners were given clear instructions not to use venetian blinds which would block the light and view. However, the management was equally concerned with a potential heat problem as the glass selected was clear. This, they felt, would create discomfort to the patrons of the restaurants, particularly the children in the indoor playground. This would also increase energy bills: a natural concern as the unit energy cost in Philippines is one of the highest in the region.

After a presentation and demonstration by V-KOOL Philippines to Jollibee's engineering department, the management was readily convinced of the efficiency of V-KOOL coatings and approved the proposal to coat the store windows. After the installation of V-KOOL, heat measurements were recorded to check the effectiveness and the Jollibee engineers confirmed an approximate 50% reduction in the heat, resulting in a cooler environment and reduced energy consumption. Perhaps, the happiest beneficiaries are the children who are enjoying their play in the cool, more than ever.



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