



TEXSTYLE

Jetty Headquarters

A Sustainably Conscious Lifestyle



Their Story

Jetty is the most recognizable surf and skate apparel brand on the East Coast. Their mission is to create kindness and community through their shared passion for water and sustainability.

The Challenge

Chief Creative Officer of Jetty, John Clifford, first came across Texstyle's Ambient Renew fabric through an Instagram social post. Through the post, he learned that this fabric is designed and manufactured using 85% REPREVE® Recycled Polyester to provide an eco-friendly PVC-free fabric solution, minimizing environmental impact while maximizing solar control and durability. John Clifford recognized that Ambient Renew's sustainability story has a very similar objective to the story of Jetty's Oystex fabric, a recycled fabric made from oyster shells. Renewable material is central to Jetty's brand story, and supports an environmental cause that plans to reach well beyond Barnegat Bay in their own backyard. Jetty creates its apparel from recycled oyster shells and recycled polyester, a material they trademarked as Oystex.

Fabric Selection

- Ambient Renew 1% Light Filtering White
- Mesa Blackout White

Lift System

- 5V Motorized Skyline Open Roll Single and Dual Shades

Motor Type

- Lithium Ion Battery 5V Motors

Control Unit

- Push 5 Remote
- Pulse 2 App

Fabricator

- Friedland Shades

AERC Rating

- Mesa Blackout White Warm Climate Rating 47
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Textstyle manufactures and distributes the finest quality shade fabrics across the globe. Textstyle is a division of Rollease Acmeda. Textstyle USA is headquartered in Stamford, Connecticut, USA with a state-of-the-art distribution center in Conover, North Carolina.



The Solution

It is well documented that increased access to natural light increases the productivity and overall well-being of building occupants. In addition to sustainability, John Clifford wanted to bring in more natural light and reduce sun glare and heat intrusion into Jetty Headquarters while preserving the valuable outside views.

Mesa blackout, an AERC certified fabric, was selected for south facing windows in order to reduce the sun's glaring heat from entering the space. This blackout fabric provided aesthetics, blocked light and helped absorb heat from the outside. This is especially impactful during the hot summer afternoon when the sun is at its peak, and peak demand energy costs are at their highest rates.

Ambient Renew light filtering shades were installed to ensure the team could still leverage solar heat gain to keep heating costs down, while also managing the glare. This fabric is designed and manufactured using 85% REPREVE® Recycled Polyester to provide an eco-friendly PVC-free fabric solution, minimizing environmental impact while maximizing solar control and durability.

The Textstyle Mesa and Ambient Renew fabrics were installed in dual roll shades to allow both a light filtering and blackout shade on the same window. This allows to preserve viewthrough and natural light with the light filter and also reap the benefits of the Mesa blackout fabric.

Motorization is the single most effective way to efficiently control shading systems over several windows. The dynamic sunrise setting helps ensure every morning starts off right. The Jetty shades gradually rise and lets the right amount of natural light in at the start of the day. In the early afternoon, the shades lower so the team won't have to worry about glare on their computer screens. Shade automation is convenient and helps the team do their job effectively. The team can use the Automate Pulse 2 App to further personalize the daily routine of their shades when needed.

Since completion, the new shades have improved space flexibility, visual and thermal comfort, and occupant satisfaction. Employees enjoy the extra daylight enabled by advanced shading and lighting controls and report increased energy and productivity during the day at Jetty HQ.

“Since installing our automated shades, the natural light has become a huge benefit for my team. It energizes us in the office and the automation is a great feature to have. We do a lot of color checking, color correction and photo retouching on our computers here, and having automated high quality shades that hit just the correct angles at the right time of day is amazing.”

Chief Creative Officer of Jetty
John Clifford

AERC is an independent non-profit organization. Their goal is to rate, label, and certify energy efficiency and performance of window attachments as a non-bias third party. AERC was formed in 2014 with funding from the US Department of Energy to provide homeowners, builders, and architects with access to credible and accurate information on the energy savings potential provided by window attachments, like roller shades.

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