



WILLARD
INTERCONTINENTAL®
WASHINGTON D.C.

Luxury Brands Count on Mars to Create the Right Atmosphere

CHALLENGE

You know your brand is iconic when names like John Philip Sousa, Abraham Lincoln, Mark Twain, Martin Luther King, Emily Dickinson and Gloria Swanson have all been part of your storied past. On the National Register of Historic Places, The Willard Intercontinental delivers historic charm starting with a lobby that even boasts the original front desk from the 1800's. Lavish and elegant as it evokes a Beaux Arts style, the large reception area serves as a cue to guests that five-star service will be the norm. Situated a block from the White House on Pennsylvania Avenue, the setting hosts humid July temperatures averaging 80°F and January temps hitting an average low of 38°F with Nor'easters and occasional blizzards. For a hotel of such notable grandeur, providing a consistently temperate lobby is paramount to the unveiling of a high-touch IHG hotel experience.

THE SOLUTION

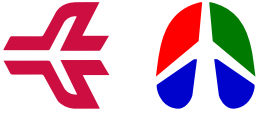
Mars Air Systems has its own reputation for creating air management solutions that contribute to communicating quiet luxury and comfort for guests. For the Willard, this meant the installation of several Mars units at their dramatic entry way where bellman stand waiting to deliver premium care. To fold-in with the aesthetic, the units were bronze-coated to coordinate with the bank of entry doors and compliment the well-appointed interior. Now guests are protected from sticky heat or frigid air riding on blustery winds as the Mars units provide an invisible wall of protective air flow. And flying pests and debris are delivered a no vacancy sign with the Mars units on guard to inhibit their entry.



atmosphere is everything

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MARS CREATES COMFORTABLE ENVIRONMENTS YEAR 'ROUND



PLANES, TRAINS, AUTOMOBILES & PEOPLE = YOU NEED PROTECTION

Air travel is the most energy intensive and polluting mode of transportation. And expansive airport complexes require voluminous quantities of climate-stabilizing energy. Exhaust gas from aircraft puts high levels of odorous ultrafine particles into the air and stretches highly trafficked airports like Hartsfield-Jackson Atlanta International and Newark Liberty International Airport with a trifecta of issues to be managed – odorous aircraft emissions, unrelenting vehicular emissions and millions of travelers entering and exiting expansive entryways repeatedly. When daunting circumstances threaten the comfort of visitors and take your energy spend to the stratosphere, call in the titan of tough. Using a series of 29 units in Newark Liberty International and 32 units at Hartsfield-Jackson Atlanta International across expansive commercial doors, airport administrators can now separate exhaust fumes from the newly arrived visitors in baggage claim and dramatically ramp up operational performance of their facilities. They earn their welcome at any airport.



MAXIMIZE MONEY-MAKING INTERIOR SPACES

Being asked to partner with what may be the most beloved American treasure is a big responsibility. It means helping create a special experience for the more than four million tourists -- Americans and foreign visitors -- every year who visit the Statue of Liberty National Monument and Ellis Island. While studies consistently affirm that consumer buying intention increases with warmth (Journal of Consumer Psychology), the prevailing winds off the Atlantic were creating an ongoing chill at this national monument causing discomfort for gift shop visitors. But when four of Mars Air Systems' electric-heated air curtains were installed to form an invisible barrier to the wind gusts and contribute to a consistent temperature at the site's gift shop, liberation from the wind was realized and the entire interior space – including entryways -- was restored to profitable comfort.



ONLY EXCEPTIONAL PERFORMERS INVITED

When you bring in the world's top entertainment venue designers to build an iconic sports facility valued at \$1.1B, filling the 1.75M sq. ft. structure with premium equipment that performs with the latest technology is the name of the game. U.S. Bank Stadium, home to the Minnesota Vikings football franchise, is big, bold and best-in-breed. With entry doors that serve as the daily gateway for tens of thousands, they needed the most technologically advanced way to thwart flying pests while keeping climatized air inside and harsh winds out. Now with 25 sizable Mars air curtains, fans experience a halo of heated air during Minnesota winters and an invisible protective barrier from dust and pests year 'round. Down below, the dock doors that service a facility with over 430 food points of sale, have their own protection with a cluster of Mars industrial air curtains designed to secure environments that need heavy-duty brawn.



KEEPING WIDE OPENINGS FROM ATTRACTING THE WRONG CROWD

When a popular sports bar in Downtown Overland Park, Kansas added a track-guided garage door and a series of fold-out windows along the second-floor dining area to open the space and bring the outdoors in, Johnson County health code regulations threatened to halt the experience-enhancing plans. Prohibitions against open exposure to flying pests in food prep and food serving areas were circumvented when Mars Air Systems was part of a rescue served up to meet regulatory requirements, amplify guest comfort, and cut utility bills. A cleverly designed exterior-mount solution provided a simple ledge to cradle the hard-working air curtain units while doing double duty as an architectural mullion. A painted custom-made protective covering was then placed around the units to shield them from the often harsh Midwestern elements while blending in with the building and appearing to be part of an intentional facade. Now the threat of flies and mosquitos has been halted as the air curtains provide the proven invisible protective shield the health code demands. Able to operate continuously whenever the garage door or windows are open and provide trusted defense, patron experiences are also separated as any drifting cigar or cigarette smoke from guests on the patio is safeguarded from reaching inside diners.



READY FOR IMMEDIATE SHIPMENT

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