



# CLiC Switchable Privacy Glass

*A switchable glass solution that finally delivers*



Since its inception nearly a half century ago, switchable glass technology promised consumers that with the flip of a switch they could instantly transition their windows and glass doors from clear views to privacy, no blinds or curtains necessary. Today, open spaces, minimalist and modern aesthetics, and integrated smart technologies are dominant design trends in both commercial and residential spaces. If you combine these trends with a better understanding of the physical and psychological health benefits of natural light, you might think that the popularity and demand of switchable privacy glass would be skyrocketing, but that hasn't been the case.

So why isn't switchable glass ubiquitous in our homes and workplaces? It's not the cost—there has always been and always will be a strong demand for premium products that deliver. The fact is, switchable glass technology of the past has not fulfilled its promise. In clear

mode, film-based switchable glass is simply not clear. Haze, fogging, and distortion have continued to be common complaints. And when viewed at an angle, some switchable glass products obscure views by up to 60%.

For over 60 years, [Cardinal Glass Industries](#) has been a recognized

leader known for its investment in new technology and commitment to manufacturing the highest quality glass products.

It's for these reasons that Cardinal has become the largest and most trusted supplier of residential glass. Nine years ago, Cardinal IG company, the insulated glass division of Cardinal Glass Industries, decided to tackle the problems associated with existing switchable glass technology. Early on in the process, Cardinal IG engineers came to the conclusion

that an entirely new technology was necessary to deliver a switchable glass that lived up to its potential. The result was [CLiC](#).

CLiC Switchable Privacy Glass is a film-free design that utilizes liquid crystal technology. In privacy mode, the liquid crystals are randomly scattered, which obscures the view

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yet still allows diffused light to pass through. When an electrical charge is applied, the

crystals line up in a uniform pattern resulting in the same clear view as traditional glass. The amount of energy needed in clear mode is minimal. A pane of CLiC glass 8 ft. x 5 ft. uses less energy than a 25 watt lightbulb, and there is no limitation to how long CLiC glass can remain in clear mode, whereas other manufacturers limit “ON” time

to maintain warranties. In addition to visual privacy, CLiC provides acoustical privacy, security, and UV protection with minimal sound transmission, and CLiC can be incorporated into existing automation systems the same as any light switch could be.

Soon after the launch of CLiC, Cardinal IG was approached by a customer that had a familiar story to tell. Dylan Aeikens, CFP and partner at Focus Financial Pickup & Associates, in Burnsville, MN explains, “A few years ago, my partners and I decided we needed an office upgrade. We liked the location of our current office but were tired of operating in an old-school space with lots of walls, not a lot of windows, and zero conference rooms. There wasn’t even really a break room to speak of. We decided to gut the whole place and work with an architect and design professional to create an atmosphere that we could enjoy coming to every day and one that would provide a great experience for our clients.

“This was a risky decision at the time because conducting business remotely was just becoming a thing. But we are big believers in building personal relationships and took the

gamble that people would continue to want the option to meet face-to-face. After sharing our goals, our design professional suggested conference rooms surrounded by switchable glass. The ability to create a wide open and more friendly environment, combined with an effortless and unique way of protecting our clients’ privacy, just made a lot of sense. We were also excited about taking advantage of the excellent view of the



Minneapolis skyline and loved the idea of bringing more natural light further into the office.

“While the concept was great; unfortunately, we did not use Cardinal glass on the first round, and the reality was pretty rough. First of all, the glass took forever to come in. We were trying to be as patient as possible, but we kept thinking, we’ve got to get this done. We need to get going and start meeting with people again. But worst of all, when it did show up, we knew right away that this was not what we signed up for. When the switch

was off, the windows were opaque as advertised, but when in clear mode, the view was anything but clear. Looking straight on, the glass looked foggy, and when viewing it from the side, you couldn’t even tell if it was off or on. We had spent all this time and money on these beautiful colors, and textures, and furniture, and you couldn’t see any of it.

“We determined that the situation was unacceptable. Our general contractor, who we had zero issues with and would gladly use again, did some research and contacted

Cardinal. Right away, they offered to have us tour the Cardinal IG Company Technology Center in St. Louis Park, MN. They showed us how CLiC worked and answered all of our questions. After we saw how the product performed and got a sense of what kind of company Cardinal was, we were sold.

“Cardinal made the glass and delivered it exactly when they said they would, which was only a fraction of the time compared to the first runaround, and the end result was amazing. We now have the space that is an accurate reflection of the professionalism and commitment to our clients that our company prides itself on.”

Whether installed in windows, doors, or wall systems, CLiC combines privacy with the benefits of natural light and is the clear solution when dividing commercial spaces, building healthy hospital rooms, establishing classrooms conducive to learning, or creating comfortable and versatile home spaces. Rethink privacy and enjoy unprecedented design flexibility on your next renovation or new construction project. Ask your window supplier about CLiC, contact the CLiC team [here](#), or call 952-314-4757 for more information.

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