

# PROJECT HIGHLIGHT

CASE STUDY



## LIVE MAS: TACO BELL'S NEW STORE ROLL-OUT FEATURES MODERN FAÇADE

The first Taco Bell in New Zealand opened its stores in 2019, in West Auckland. Gaining quick popularity, Taco Bell expanded to roll out its iconic meals across the rest of the country over the past years. Nowadays, Taco Bell has 14 franchise companies from Auckland to Wellington in the North Island, and from Christchurch to Dunedin in the South Island.

When it came to designing the iconic brand's storefronts, wall cladding was used to create a neon, back-lit effect of the logo. It became a way to highlight the brand colors as a powerful identifier for a strong impact, and as a feature cladding for the public frontage of the buildings. Using the bright, almost neon purple of Taco Bell as a backlight makes this façade stand out at any time of day, making it a warm welcome and signaling to the emblematic brand as just within reach.

### PRODUCT SOLUTION:

For this project, the client opted for our LEXAN™ THERMOCLICK™ 40MM Polycarbonate Sheets distributed exclusively throughout New Zealand by Ampelite Ltd.

With its unique 5X wall structure, the weatherability and impact resistance, LEXAN™ THERMOCLICK™ 40MM polycarbonate sheets were an ideal choice for the vertical wall cladding on the outside of the buildings.

By eliminating the framing between the sheets, the light diffusion and high light transmission, the façade creates an aesthetic look to the building.



## Team Tailor Inc.

"Local availability, the suitability to be back lit to Taco Bells' brand colors to be a strong impact and as a feature cladding for the public frontage of the buildings were **key criteria** in selecting SABIC's LEXAN™ THERMOCLICK™ sheet".

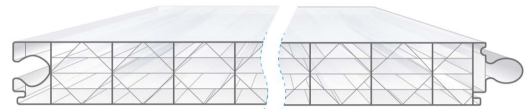


### KEY PRODUCT FEATURES:

- Good light transmission and diffusion
- Unique 5-wall X-structure
- Outstanding thermal insulation properties
- Easy installation (inter-connecting system for THERMOCLICK™ Sheet)
- UV protected & Flame retardant
- Easy to clean
- Durable
- Limited 10-years warranty against loss of transparency and weatherability

### RESULTS:

The collaboration between Ampelite, Tailor Inc. Ltd and Restaurant Brands, and the choice for SABIC's LEXAN™ THERMOCLICK™ LTC404X4000 sheet was the perfect fit for the outside wall cladding of these Taco Bells' stores in New Zealand.



LEXAN™ THERMOCLICK™ 404X polycarbonate sheet

### MORE INFORMATION:

#### SABIC

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