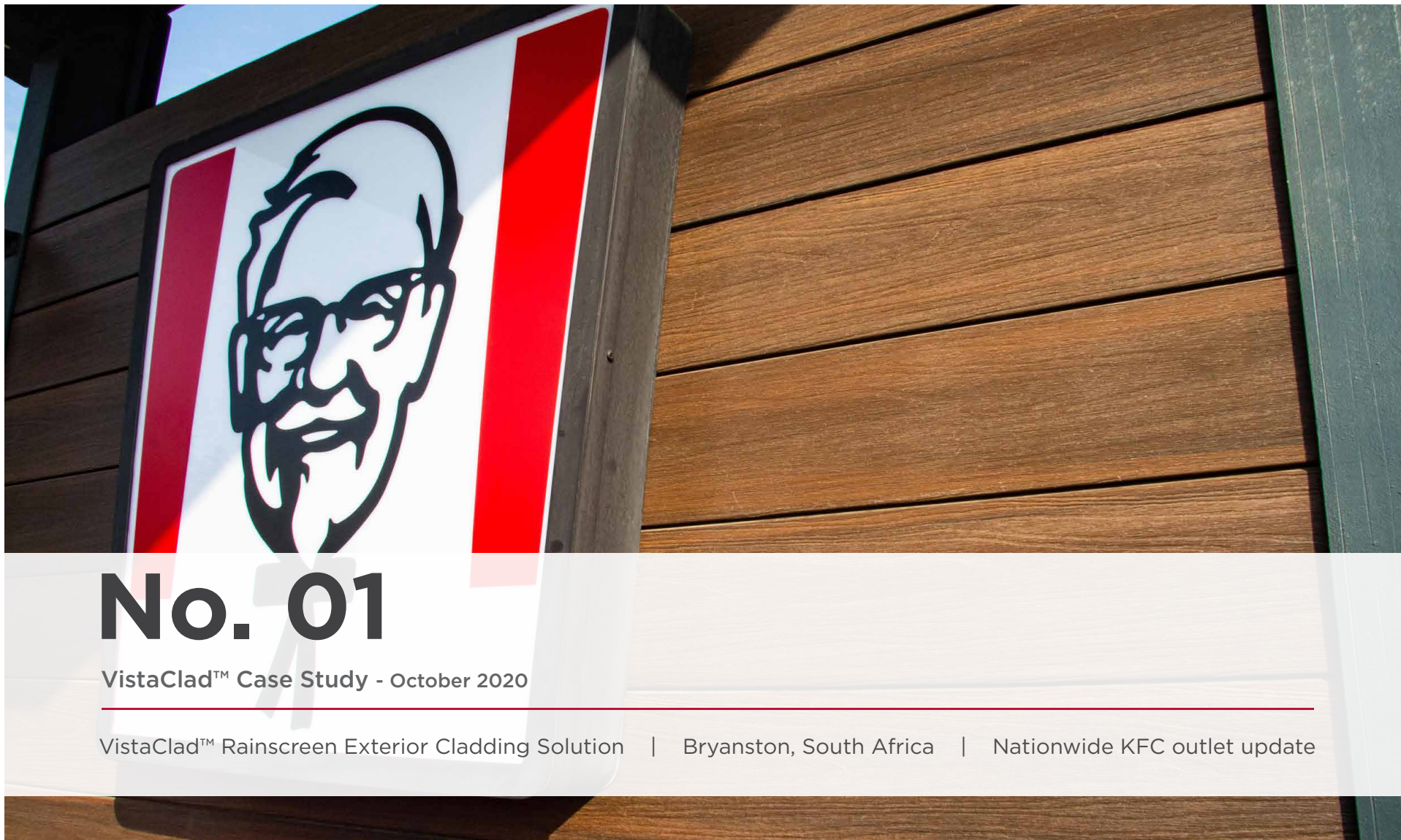




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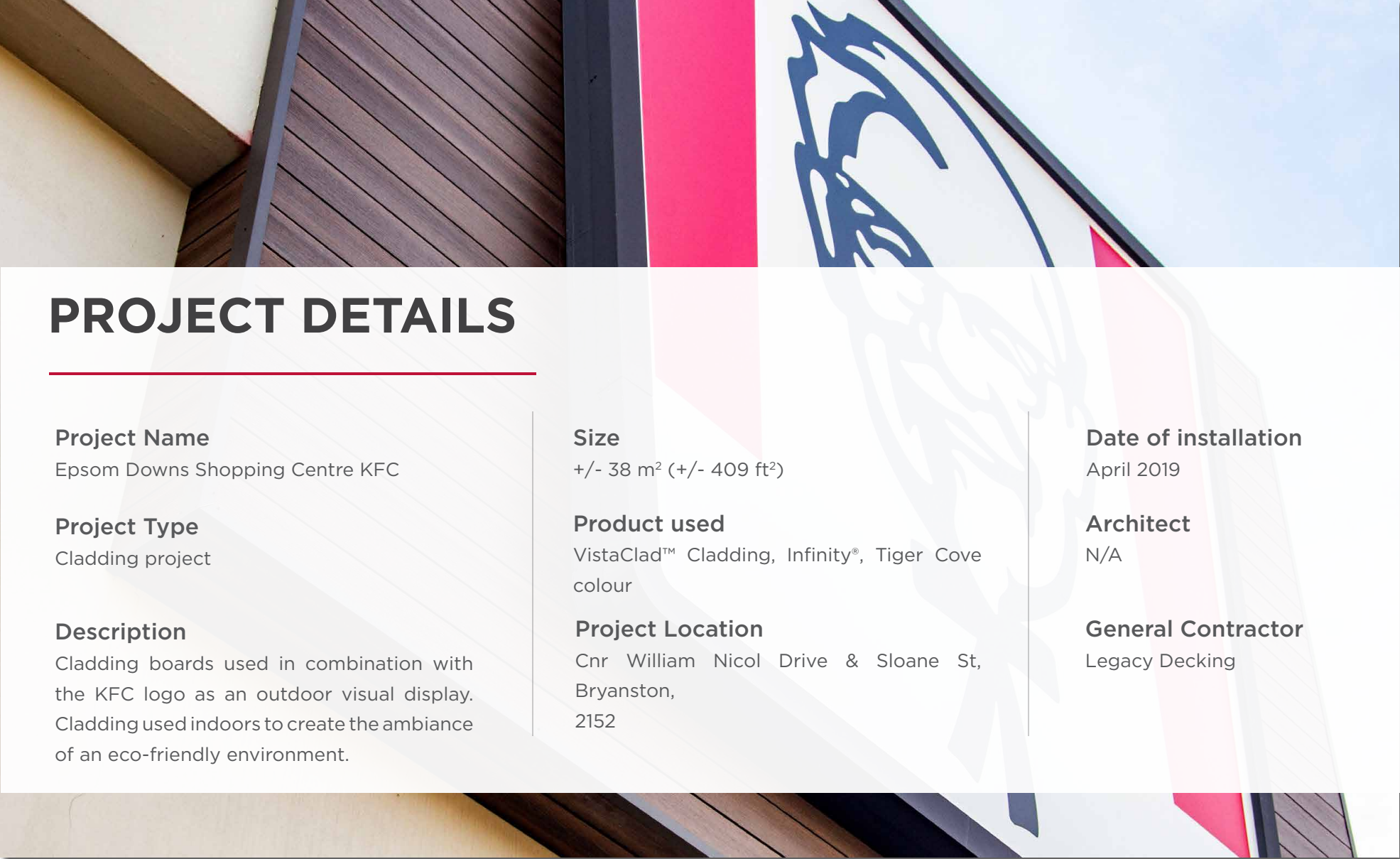
VistaClad™ Case Study - October 2020

VistaClad™ Rainscreen Exterior Cladding Solution | Bryanston, South Africa | Nationwide KFC outlet update

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PROJECT DETAILS

Project Name

Epsom Downs Shopping Centre KFC

Project Type

Cladding project

Description

Cladding boards used in combination with the KFC logo as an outdoor visual display. Cladding used indoors to create the ambiance of an eco-friendly environment.

Size

+/- 38 m² (+/- 409 ft²)

Product used

VistaClad™ Cladding, Infinity®, Tiger Cove colour

Project Location

Cnr William Nicol Drive & Sloane St,
Bryanston,
2152

Date of installation

April 2019

Architect

N/A

General Contractor

Legacy Decking



PROJECT OVERVIEW

KFC selects VistaClad™ by Eva-Last® for franchise outlet revamp program

Yum!, the owner of the KFC franchise rights in Africa, sought high-performance décor and architectural materials in complying with a worldwide update of the brand's outlet specifications. As the franchise coordinator, Yum! required a solution which would accurately match global look and feel specifications while reducing maintenance and related costs for individual franchise owners to a minimum.

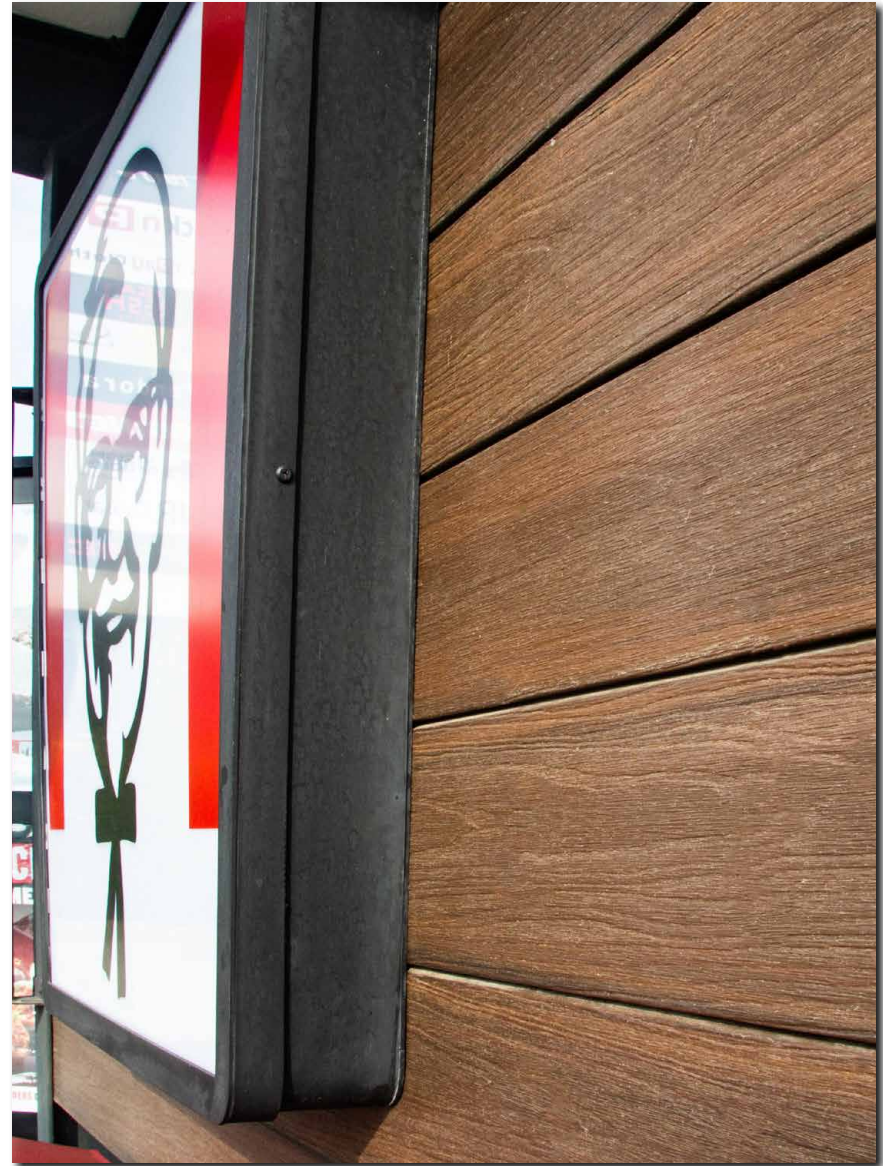


PROJECT CHALLENGE

A challenge on several levels

While the global KFC outlet revamp exchanged pressed aluminum cladding for a more natural look and feel, the specification of cedar hardwood created a challenge for Yum! in the sourcing of materials, since this wood is imported through a single supplier. Permitted to use local alternatives in matching the look and feel, Yum! was also conscious of the need to balance the sourcing of materials which met all requirements with ensuring longevity and minimal maintenance to reduce costs for franchise owners.

Yum! controls more than 600 outlets in South Africa alone, producing a significant potential requirement for imported cedar hardwood, which would need to withstand severe outdoor weather conditions on the continent.





PROJECT SOLUTION

A real composite solution

Eva-Last® proposed the use of VistaClad™ – a high-performance Bamboo Plastic Composite (BPC) cladding material which not only matched the design elements dictated by KFC globally, but would outperform hardwood both outdoors and indoors, and is backed by an industry-leading 25-year warranty.

The VistaClad™ solution was also widely available throughout South Africa, allowing for a consistent look and feel across all applications, as well as being easy to install through a variety of potential contractors.

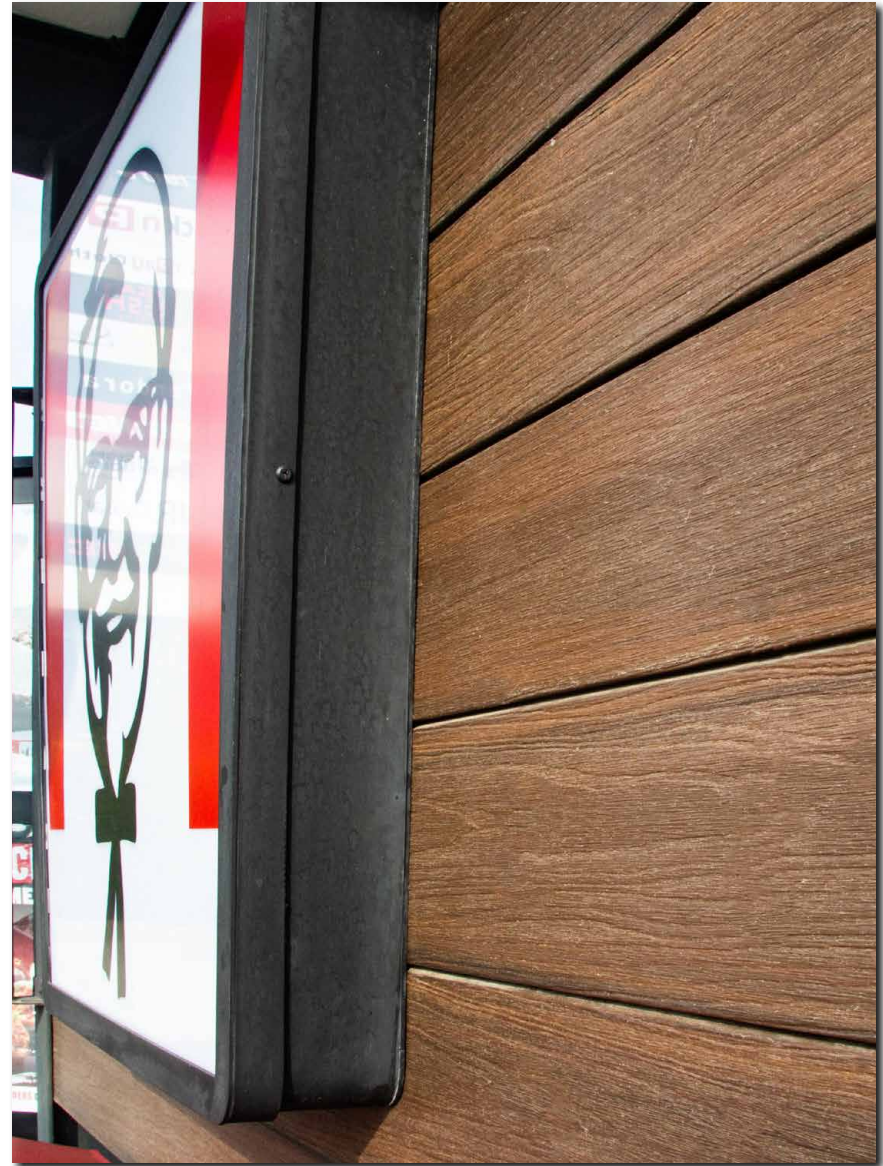
A third and integral benefit of the VistaClad™ solution was the green credentials of the material, given that the product is made from easily replenishable bamboo strands and recycled plastic – as many as 2500 recycled plastic bottles are used for every 10 m² of VistaClad™ produced.

PROJECT SOLUTION RESULTS

Form-fitting installation

The Epsom Downs Shopping Centre KFC installation made use of VistaClad™ elements for several applications, including external cladding integrated with brand signage, an internal staircase and handrail, and the construction of a drive-through order microphone box in a matching aesthetic.

The installation overcame external wall challenges, including the fitting of a bespoke framework and substructure to hide recesses and ensure a consistent flow of the cladding around the building's façade. The external cladding and internal VistaClad™ elements are all subject to a 25-year warranty and exceed the performance of timber materials through requiring no treatment or maintenance.



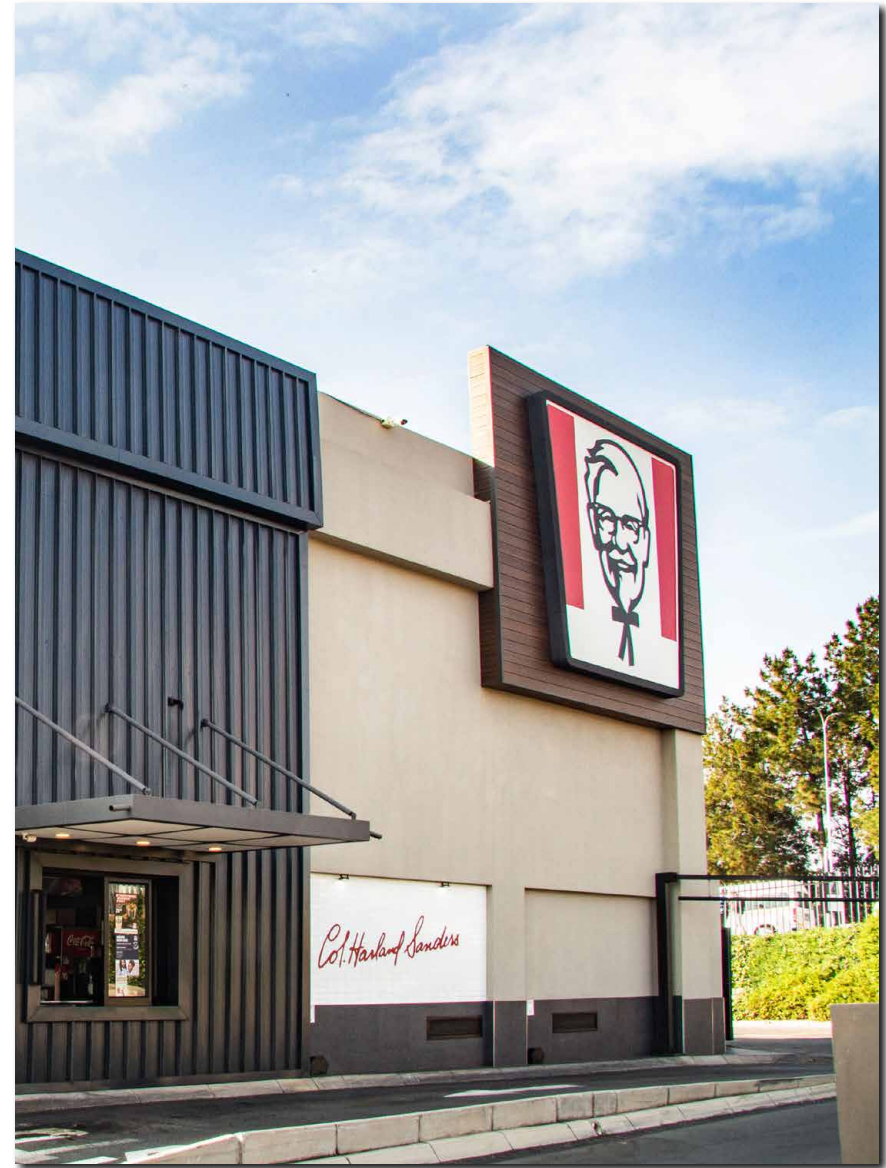


KEY INFLUENCER QUOTE

“KFC revamps elements of its look and feel every five years and Yum! was naturally concerned that the costs of the revamps are borne by franchise owners. Yum! Was, thus, very pleased that VistaClad™ would continue to perform without decay or degradation for at least 25 years, which would ensure that franchise owners would avoid having to engage in any further expenditure on the maintenance of these design elements for an extended amount of time.” – Brendon Chapman, Eva-Last®

SUMMARY

The Epsom Downs Shopping Centre KFC installation forms part of a broader look and feel revamp for KFC outlets globally, where locally sourced materials to match specifications may be approved – provided they meet specifications. In this case, Eva-Last® was able to provide a solution which ensured availability of supply, consistency of application and installation, consistency in look and feel, cost competitiveness, lack of maintenance, longevity of performance as well as a product whose sustainability credentials exceed those of the specified hardwood design elements



A KFC logo is mounted on a wall made of horizontal wooden planks. The logo features a stylized black and white portrait of Colonel Sanders with a goatee and glasses, set against a white background with two red vertical bars on either side. The entire logo is framed by a black border.

ABOUT US

Eva-Last® is a globally recognized brand that manufactures and distributes specialized bamboo-plastic composite products. Its portfolio includes decking, cladding, support structures, fasteners and complementary products which have been used in indoor and outdoor projects in over 35 countries. Its environmentally-friendly products are created using solar power and offer low-maintenance, long term performance.

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