



*the power of possibilities™*

# NICHHA RESTAURANT PARTNER PROGRAM

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## ABOUT US

For over 60 years, architects have turned to Nichiha fiber cement cladding to push beyond the boundaries of the commonplace. Founded in Japan, Nichiha boasts over 2,800 employees and 13 plants worldwide. Our fiber cement Architectural Wall Panels provide state-of-the-art technology with limitless design possibilities. No other cladding provider offers as many options, colors, textures and styles. Whatever your design intent, Nichiha panels have a solution to help you achieve it. This includes the look of metal panel, stone, concrete, wood, brick and much more.

Nichiha is the perfect partner to national brands. With a wide array of products, Nichiha makes it easy for national brands to create a distinct image. Each Nichiha project also has a personal coordinator and the support of our technical team, allowing projects to move from conception to completion with ease.

Watch our video to learn more about Nichiha...



Nichiha products offer benefits other cladding materials simply can't match...



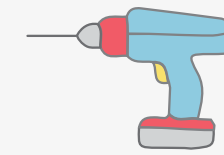
Versatile



Integrated Rainscreen System



Built to Last



Quick Clip Installation



Cost Effective



## PARTNERS WE SERVE

### The Power of Partnerships...

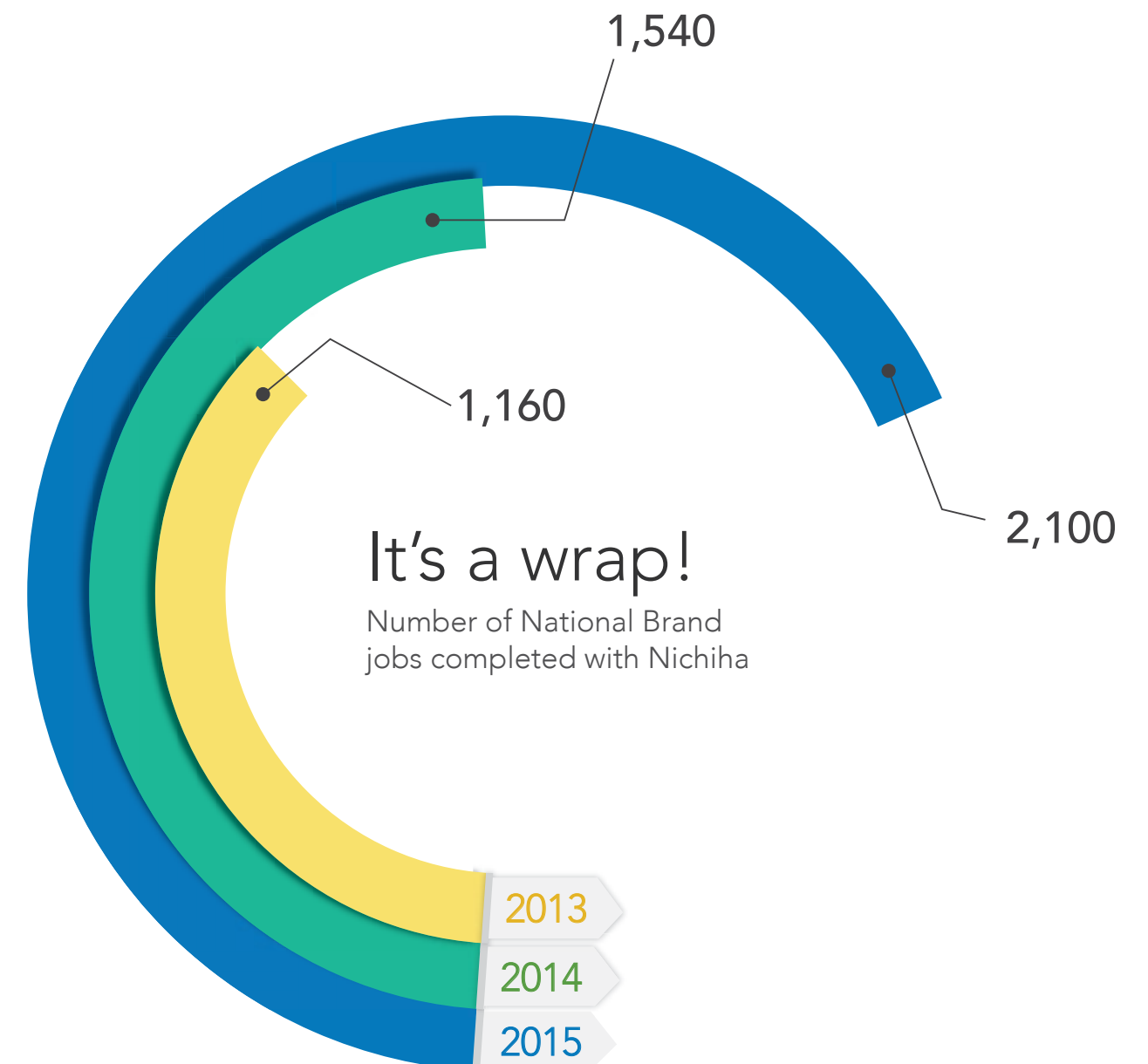
At Nichiha, we believe in the power of partnerships and our customers are our top priority. **We are proud to hold over 100 national brand partner programs.** Nichiha provides a solution to brands who are building or remodeling multiple store locations across the country. We are able to provide large volumes of our cutting-edge cladding products that help value engineer the vision for a cohesive brand design. Nichiha Architectural Wall Panels are also easy to install, cutting down on construction time and cost. In fact, it takes no more than 2 weeks for a full install and is most often completed in less than 1 week.

Nichiha offers a knowledgeable team of professionals who work hard to provide a positive customer experience from the start of design until the last panel goes on the wall. We work with your team of architects and contractors throughout the entire building process to ensure the highest quality finished product.



### Growth that can't help but be noticed

Our formula works with our National Brand business growing year over year. We are proud to deliver the results our partners are searching for and work hard to continue exceeding their expectations.



# WHEN TIME IS MONEY, WE SAVE YOU ON BOTH...

## Install made quick and easy

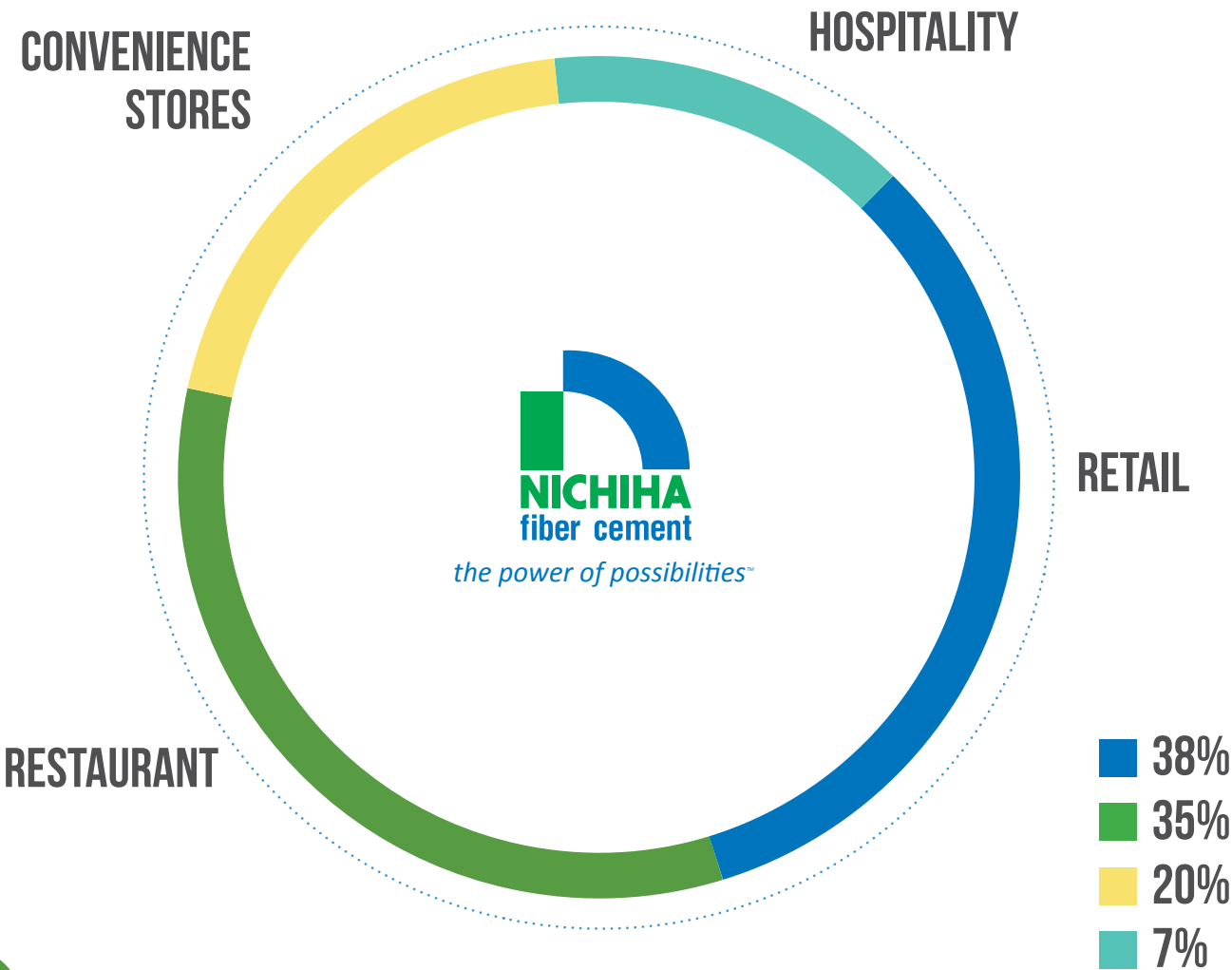
With Nichiha Architectural Wall Panels, installation is quick and easy. **National Brand locations typically install 2,000-5,000 square feet of our product.** The timeframe to put up the material is 3 to 5 days. A quick install means that your new restaurant will have the doors open sooner to begin generating revenue. For stores undergoing a re-image program, our quick install system often allows you to keep your doors open and your cash registers up and going.



# FUELED BY PARTNERS

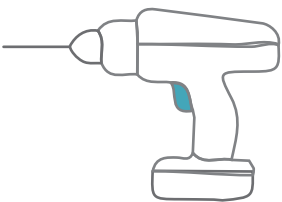
## National brand segments who keep Nichiha driving forward

We service all types of National Brand accounts and are excited to continue growing each segment.



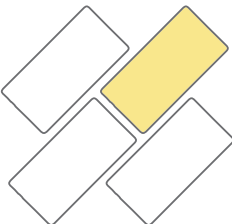
For restaurants we have experience with Quick-Service Restaurants, Fast Casual, and Casual Dining.

# PROVIDING THE POWER OF POSSIBILITIES TO OUR RESTAURANT PARTNERS...



## Quick Installation:

Our simple clip installation system allows projects to be completed on time and within budget. All panel styles are installed with the same system and require only one type of installer. Nichiha panels eliminate the need for specialized masons or other trade labor. Product install typically takes between 3-5 days.



## Multiple Looks:

Our ever-expanding offering of finishes and textures help our restaurant partners bring their visions to life. We offer multiple styles from one source and can provide the look of metal panel, stone, concrete, wood, brick and much more.



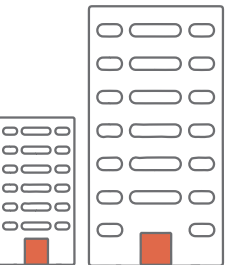
## Performance:

Our fiber cement cladding is engineered for performance and built to last. All products are resistant to rotting, warping, delamination and falling victim to pests. They also offer a state-of-the-art rainscreen system for moisture management.



## Budget Friendly:

Our Architectural Wall Panels offer budget-friendly pricing and matched with the speed of installation, Nichiha saves time and cuts installation costs. Nichiha also provides architects with consistent pricing for store locations across the country, offering the ideal solution when working on multiple projects. Nichiha is a great value and extremely cost effective.



## Scalability:

Nichiha is equipped to assist our restaurant partners who have a multitude of projects across the nation. Whether it is 1 or 100, we have you covered. Our sales, technical and customer service representatives will work with you every step of the way to ensure each project is completed to perfection.



## REMODEL PROGRAM

Nichiha offers a valued solution to restaurants who are conducting re-image programs.

Our panels provide a contemporary look that is available on a national scale, making it easy for restaurants to update their brand look across all locations. Our program allows stores to complete a remodel quickly with 7-10 day lead times for panels to be shipped direct to the job site. Nichiha products are delivered on time and in full, allowing your project to remain on schedule without slowdowns.

BEFORE



AFTER



BEFORE



DURING



AFTER

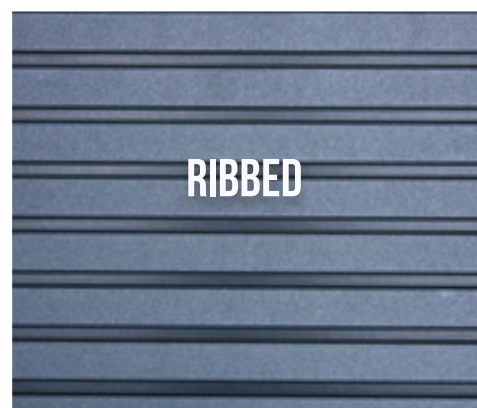




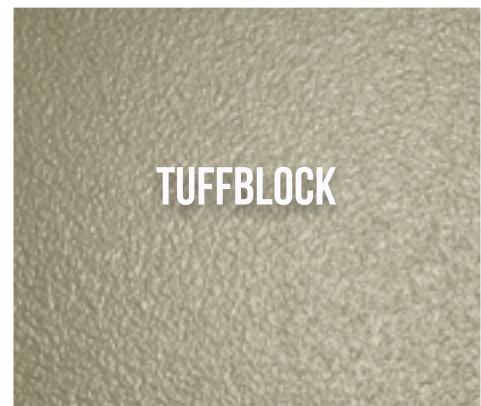
# PRODUCTS



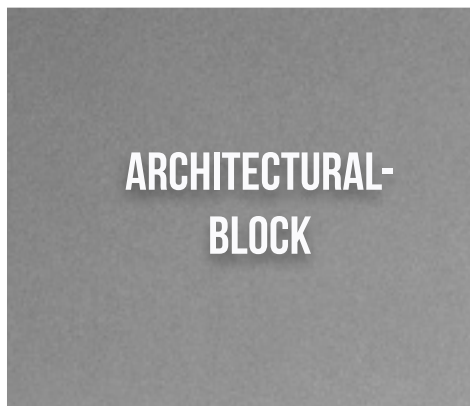
ILLUMINATION



RIBBED



TUFFBLOCK



ARCHITECTURAL-  
BLOCK



ROUGHSAWN



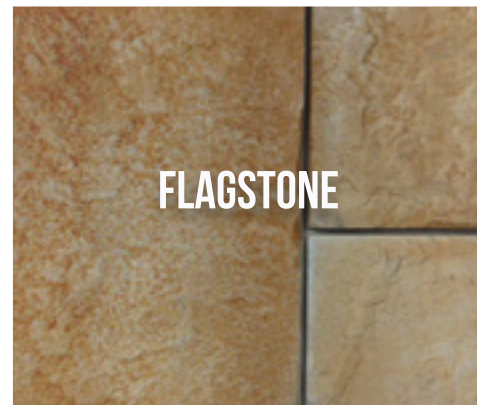
VINTAGEWOOD



STACKEDSTONE  
KURASTONE



LEDGESTONE  
KURASTONE



FLAGSTONE



EMPIREBLOCK



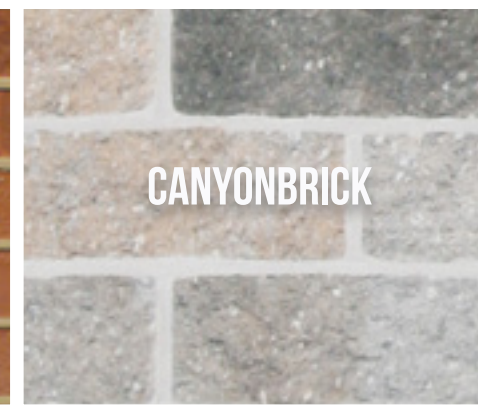
INDUSTRIAL-  
BLOCK



VINTAGEBRICK



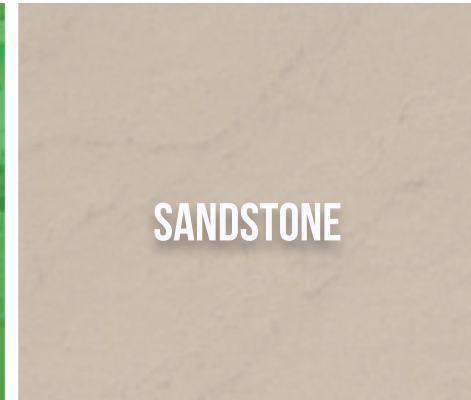
PLYMOUTH-  
BRICK



CANYONBRICK



SANDSTONE



FIELDSTONE



QUARRYSTONE



CINDERBLOCK



Visit our website for more in-depth product information

[LEARN MORE](#)



## SOLUTIONS AND SYSTEMS

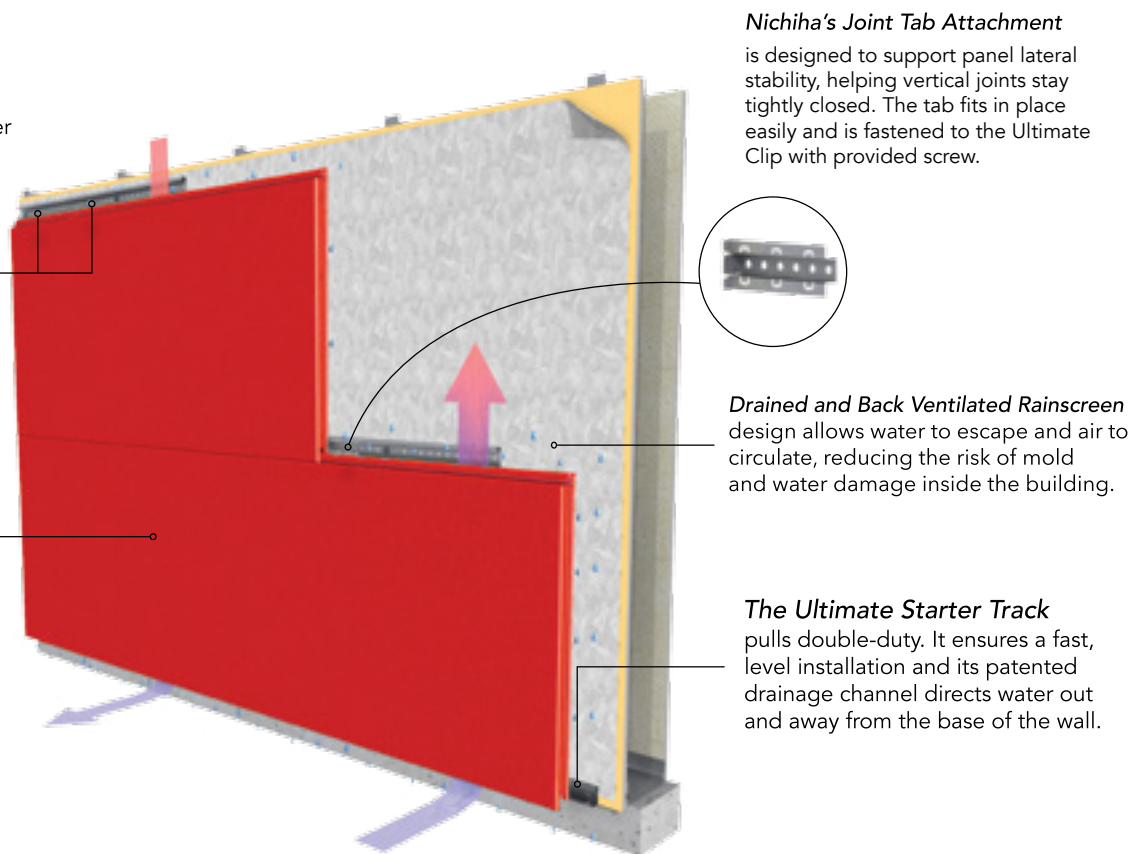
### Behind our Architectural Wall Panels is some serious technology...

#### RAINSCREEN SYSTEM

Nichiha Architectural Wall Panels offer an integrated, state-of-the art rainscreen system that provides a vertical drainage point for air and moisture to exit.

*The Ultimate Clip* creates a hidden fastening system that all but eliminates face fastening. Installation is quick and easy and never requires specialty subcontractors.

*Nichiha Architectural Wall Panels* are lightweight, easy to handle and available in a virtually endless color palette and a diverse offering of textural finishes. They're also backed with the industry's strongest warranty.



#### ULTIMATE CLIP INSTALLATION SYSTEM

Our award-winning installation technology saves time and money. The Ultimate Clip installation system allows panels to go up quickly and easily, helping projects be completed on time and within budget. This high-performance solution not only streamlines installation, but also reduces labor and hardware needs.

[Learn more](#)

Architectural Products Magazine's  
**PIA'15**

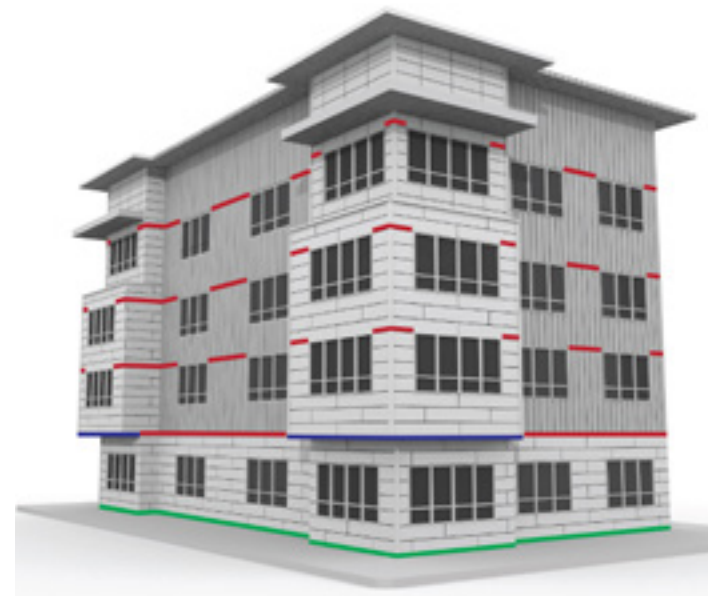
#### AWARD-WINNING INSTALLATION SYSTEM THE ULTIMATE CLIP



#### ESSENTIAL FLASHING SYSTEM

The Essential Flashing System includes Nichiha accessories needed to complete the system and ensure a clean, polished look. In order to achieve your design intent, it is important to consider the smallest of details. Our Essential Flashing System allows you to easily complete your project with the highest level of precision. Nichiha provides a complete system with a one-stop-shop for all your building needs.

[Learn more](#)





## INSTALLER NETWORK

### Our team is ready to help...

Nichiha offers a network of preferred installers and a technical team for job start-up training. Nichiha installation is fast and simple, requiring only one type of installer. No specialized trade labor and less equipment is needed.



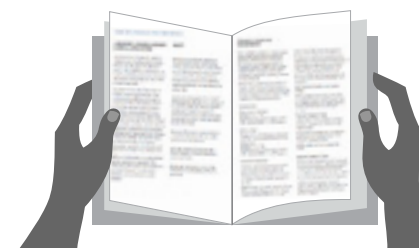
## Installation System

With Nichiha Architectural Wall Panels, installation is quick and easy. Our website offers a comprehensive collection of technical information, installation videos, Architectural details, in-depth specifications and everything you need to know about installing Nichiha products.



Watch our installation instructions come to life – check out our installation videos today! [nichiha.com/commercial/install](https://nichiha.com/commercial/install)

Our in-house technical team is here to assist. If you have questions, comments or concerns, call us at 1-866-424-4421 or email us at [technicalservices@nichiha.com](mailto:technicalservices@nichiha.com).



Take an even deeper dive and download our in-depth installation guides. [nichiha.com/resources/installation](https://nichiha.com/resources/installation)

Nichiha products are easy to install... you just need a few basic tools to get started.\*



LEVEL



RUBBER Mallet



ELECTRIC DRILL



CORROSION RESISTANT FLATHEAD SCREWS



SAW WITH FIBER CEMENT BLADES

\*Visit [nichiha.com](https://nichiha.com) for comprehensive installation requirements for each product.

# WHY NICHHA?

Nichiha offers a cladding product that is as versatile as it is strong. It is the perfect fit for restaurant brands and assists in turning design intent into reality. Nichiha also helps brands overcome unique challenges with our products. See how we helped the following two restaurant brands overcome specific challenges they were facing.



## Partner Success Stories

### Buffalo Wild Wings

**CHALLENGE:** Buffalo Wild Wings (BWW) was looking for an interior element to add into its restaurants that created a focal point and added interest. They liked the idea of a brick look, but didn't like the hassle of having a mason install actual brick which can be a lengthy process that slows down restaurant build and remodel schedules. BWW was also concerned with the high cost of installing brick in its interiors.

**SOLUTION:** Buffalo Wild Wings turned to Nichiha to achieve a brick look in the interior and exterior patio areas of its restaurants. Nichiha offers a simulated brick product that installs much quicker than alternative products and is sold at a competitive price point. Nichiha's VintageBrick used in both the White Wash and Alexandria Buff finish also enable BWW general contractors to quickly install product without the mess that comes along with mortar-based building products. Nichiha furnishes Buffalo Wild Wings with a visually consistent panel that is essential for the many new construction and remodel projects expanding throughout the US and abroad.

**RESULTS:** Buffalo Wild Wings has partnered with Nichiha on its 200-250 restaurant build and remodel projects per year. Pricing, availability,

and fast installations are imperative to the success of this program and Nichiha continues to deliver and meet the expectations of successful restaurant brands such as Buffalo Wild Wings.

### Burger King

**CHALLENGE:** Burger King works hard to maintain a consistent brand look across all its locations and has implemented a remodel program to update older locations with a fresh, contemporary exterior. The previous Burger King design had specified black colored EIFS and lap siding as the two main products for the Traditional 20/20 model tower locations. These products were prone to fading over time and didn't provide the vibrant look Burger King was trying to achieve. Burger King needed an alternative product to use in these locations and decided to add a wood element. They were considering a cedar wood plank lumber, however they had concerns about the amount of maintenance required for the product.

**SOLUTION:** Nichiha VintageWood panels were the prime choice for consideration on the Burger King towers as they provided the wood look they were looking for while offering a low



maintenance solution. With its fiber cement construction, color stability, and rainscreen design, VintageWood panels retain their beauty for years to come.

**RESULTS:** As a result of Nichiha's unique product offering, Burger King utilizes Nichiha products in its remodel program that includes about 700 stores per year as well as a new construction program with 200 stores per year. Nichiha provides efficient and quick lead times for direct on jobsite shipments and has the National product availability to keep Burger King's extensive remodel program on schedule. Nichiha is now the go-to source for the Burger King tower elements and will continue to be utilized over the next few years for remodels and new builds.

You're in Good Company ...



Plus 92 additional partners and counting...



## GET STARTED

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Nichiha offers a direct purchase program to our restaurant brands and direct to jobsite delivery. Each brand has a dedicated account rep who assists in making ordering our products a simple process. The direct purchase program eliminates the middle man from the 2-step distribution process, offering additional savings on the product.