

Retail Integration



When Your Brand Is Synonymous With “Quality” ... Only Quality Will Do

The enticing aroma of fresh ground coffee brewing... Comfortable seating... The low murmur of soft music and conversation... and stylish surroundings can only be described by one word... Starbucks. Even if you have been living under a rock for the past two decades, you would still know what the “Starbucks experience” is. Truly part of their mission statement is “...to establish Starbucks as the most recognized and respected brand in the world”. The Starbucks commitment to quality and excellence has set the bar high for the retail industry, and being named as one of the Best Places To Work by Fortune Magazine in 2007 speaks volumes for this fast growing company.

One of the newest Starbucks locations opened recently on Fleur Drive in Des Moines, Iowa. Jeff Rains of Simonson Associates, architect for the project states, “The owner wanted a signature building to promote the Starbucks’ name in Des Moines”. The upscale appearance required for the project also fit perfectly with the Starbucks mission and commitment to quality and with their brand identity. Initially the project specified a combination of stone and masonry products for the buildings exterior, yet as the project costs were being determined it was quickly apparent that the exterior cladding materials needed to be altered due to cost and timing.

John Burgess Midwest Sales Manager for Nichiha adds “When we were first approached concerning this project the design team for this Starbucks location made it clear that the materials ultimately selected for this project had to convey a sophisticated and welcoming appearance, be of very high quality yet also meet the construction budget parameters. Our fiber cement panels fit perfectly with every one of their requirements”. The exterior material also had to give the feeling



Urban Installation



Stand Alone Facility

of mass yet required vast window expanses; ultimately, Nichiha SandStone™ II, Gentle Gray panels were chosen for the project.

Another factor in the selection process was timing. “With our aggressive construction schedule, the Nichiha panels fit perfectly,” adds Rains. By selecting Nichiha fiber cement panels the carpenter contractor could install the panels and allow the construction schedule to progress without the typical delays of having natural stone fabricated offsite. Nichiha brick and stone panels are a full eighteen inches by six feet allowing for nine square feet of coverage with each panel. That combined with the easy clip installation system developed by Nichiha, makes for a quick, easy and virtually problem free installation. In addition, Nichiha panels can be installed on many substrates including traditional wood framing as well as concrete and masonry (CMU’s), structural insulated panels (SIP’s) and metal frame construction, making Nichiha fiber cement panels an incredibly versatile exterior cladding alternative for commercial construction.

“When you have a company with such strong brand recognition and commitment to quality as Starbucks specify your products, you know you have the right combination of product advantages,” notes Darrin Haugan Senior Vice President of Nichiha. “This Starbucks project typifies all the positive aspects of the Nichiha brand... providing quality exterior cladding solutions to brand conscious businesses. Plus if we can also lower the installed cost and shorten the installation process, we’ve done our job”.

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Fiber Cement at Its Best!™

6659 Peachtree Industrial Blvd.,
Suite AA, Norcross, GA 30092
Toll Free 1.86.Nichiha.1 (1.866.424.4421)
Phone 770.805.9466 Fax 770.805.9467
nichiha.com