

No. 02

Leroy Merlin South Africa Head Office Case Study - November 2020

VistaClad, Lifespan | Fourways, South Africa | Leroy Merlin South Africa Head Office



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PROJECT DETAILS

Project Name

Leroy Merlin South Africa Head Office and Fourways Retail Store

Project Type

Cladding & Architectural Beams for screening

Description

Cladding boards and screening used in primary branding façade.

Size

Cladding: 700 m² (7,535 ft²)
Screening: 980 m² (10549 ft²)

Product used

VistaClad Cladding,
Lifespan architectural beams

Project Location

Roos Street, Fourways, Johannesburg

Date of installation

November 2020 – March 2021

Architect

ARC Architects

General Contractor

Eva-Last Projects



PROJECT OVERVIEW

Leroy Merlin selects several Eva-Last products for its South African head office and flagship store

International home improvement, gardening and DIY retailer Leroy Merlin began rolling out retail stores in Johannesburg, South Africa, but found that the timber products deployed in the creation of a façade to support its primary branding were weathering, tarnishing and discolouring after a short period. VistaClad and Lifespan by Eva-Last were selected by Leroy Merlin to replace the timber products to increase the longevity, performance and consistency of the brand's look and feel.

PROJECT CHALLENGE

The rationale for choosing Eva-Last

Leroy Merlin's initial store façade installations utilised uncapped cladding products which were prone to staining and fading. Treatment of these products to raise their performance to match later-generation capped cladding materials was prohibitive and would require ongoing maintenance, specialised labour and obstructive scaffolding on site.

Additionally, at one of the early site installations the original specification had made use of thermally modified soft wood, which required undergoing a treatment cycle to maintain its appearance before the building was opened. Leroy Merlin acknowledged that such an ongoing maintenance protocol on such a large commercial building was not sustainable.

The original cladding products were also flammable due to the wax-impregnated timber used, which was a significant fire risk and did not meet relevant codes of compliance for commercial application in a building of that type, height and use.



A new solution for a new brand

A relatively new entrant into the South African home improvement and gardening market, Leroy Merlin was looking to replicate its successful European look and feel, which made use of a timber façade at its main entrance. However, South African weather conditions being much harsher, the company found that after a matter of months the timber façade supporting its primary branding was discolouring.



PROJECT SOLUTION

Eva-Last proposed two products – VistaClad using the Apex® range of bamboo-plastic composite cladding (BPC) supported by a framework of Lifespan aluminium architectural beams, covered in bamboo composite materials for a similar aesthetic.

Branding to go the distance

Under the advisement of Leroy Merlin Europe and supported by ARC Architects, the South African franchise elected to change its branding specification to utilise composite cladding and support structures since in the local climate BPC cladding and lightweight aluminium support structures would comprehensively outperform timber products, requiring no ongoing maintenance, treatment or replacement. With Eva-Last's product warranties against warping, fading and discolouring, guarantees that Leroy Merlin's branding will remain fresh and within specification for decades to come.

PROJECT SOLUTION RESULTS

Pride of place

This being Leroy Merlin's flagship store and head office, all future stores built in South Africa will follow the same design, featuring a main façade clad with VistaClad over the entrance, and a large curved screen constructed with Lifespan beams. Leroy Merlin's installation marks one of the earliest uses of the lightweight Apex® cladding technology in South Africa.

Eva-Last's brief was to design, supply and install VistaClad and Lifespan in order to match Leroy Merlin's branding specifications.

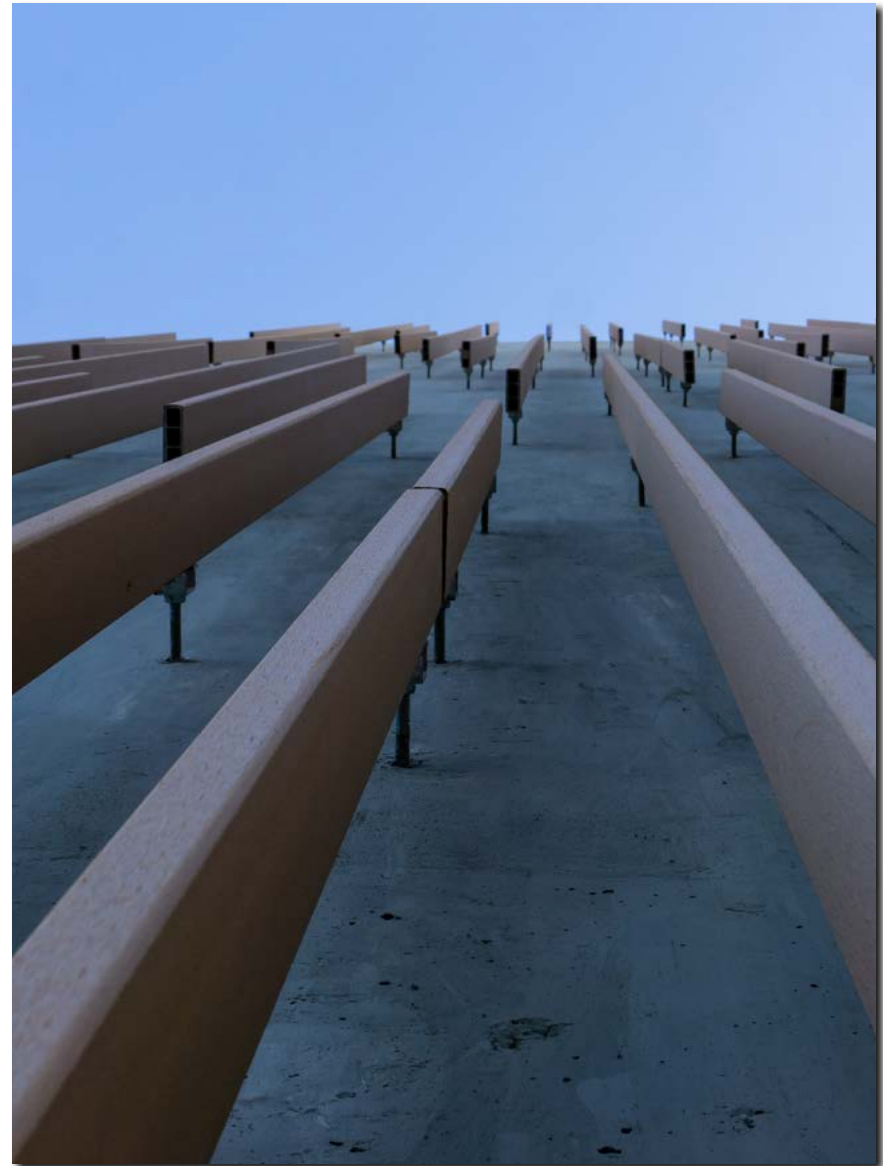
The benefit of going green

An additional motivation for a change in branding specification was Eva-Last's environmental credentials in manufacturing all products: VistaClad is produced from easily replenished bamboo fibres and recycled plastics – as many as 2500 recycled bottles are used for every 10m² of VistaClad produced.



SUMMARY

Finding the South African climate a challenge in meeting branding specifications making use of timber products, international home improvement, gardening and DIY retailer Leroy Merlin selected two Eva-Last composite cladding and framework products to provide a primary branding background which was consistent in look and feel, cost-competitive and which outperformed timber alternatives.





ABOUT US

Eva-Last is a globally recognized brand that manufactures and distributes specialized bamboo-plastic composite products. Its portfolio includes decking, cladding, 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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