



Project: Fast Casual Chain Restaurant
Location: National
Products: Acrovyn by Design®

About the Project

With over 270 locations, a rapidly expanding burger brand sought to find a durable material for its wall murals, as well as an alternative to the burger brand's complex porcelain tile. Upon collaboration with the burger brand's construction and design teams, the CS National Accounts division met the challenge with an innovative solution.

Design Goals:

The national burger brand designed a custom tile for its restaurants' curved cash wraps and drink station millwork. However, because of the costly and time-consuming installation process, the tile solution became less practical to maintain for its existing restaurants and future developments. This drawback, along with the tile's hard-to-clean grout lines and proneness to cracking, lead the brand's team to search for a better way to protect its surfaces. The ideal solution was to find a material that preserves the original tile design, is easy to clean, and simplifies the installation process.

Results:

Maintaining the design integrity was the construction team's priority when they began researching alternative material solutions to replace the current tile. Simultaneously, the chain's architects sought a material for large-scale murals in the dining areas.

At a Glance

- The restaurant chain sought to identify a durable solution for branded graphics and a new material to replace its tile.
- Using Acrovyn by Design in place of tile saves money by reducing installation labor time and costs and eliminates the need for specialized labor.
- Acrovyn by Design's high-resolution graphics allow for ultra-realistic material replications and mural designs.

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Bringing both construction and design parties together, the CS account manager proposed the use of Acrovyn by Design (AbD) for the tile alternative, as well as for the mural locations. AbD is an impact-resistant rigid sheet that embeds custom, high-resolution imagery behind its protective surface. A strong case was made for testing AbD as an alternative to the tile because of its cleanability and durability. AbD is not prone to crack, splinter, or shatter. The design flexibility and image quality of AbD had a record of proven success in replicating a natural material appearance.

With tile in hand, a (CS) National Accounts graphic designer worked with the brand's design team to accurately replicate the original design. From the subtle patina on the surface, down to the grain in the grout, attention to detail was foremost important in the design process.

Since its incorporation into the brand's national specification, the use of AbD sheet material has significantly reduced cost in each restaurant location by cutting installation time to just hours instead of days, and eliminating the need for specialized labor.

AbD was the perfect material for two unique interior design solutions. The tile replica and muraled walls united in this burger chain's environment to provide customers with one special atmosphere.



Original Tile Installation



Acrovyn by Design



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