

Heritage retail brand specifies **long lifecycle insulation product**

When expanding its Montana store in the north of Pretoria, heritage brand Chamberlains Hardware specified a long lifecycle insulation solution from Africa Thermal Insulations (ATI).

The Chamberlains Montana megastore was opened in 2007 by the 120-year-old hardware chain.

After a difficult start during the world financial crisis of the time, the store has gone from strength to strength, leading to the expansion of operations.

Building for growth: largest hardware retailer under one roof

An additional 4 500m² has been added to the existing property, for a total store footprint of 11 000m². "This makes the store, we believe, the largest hardware retailer under one roof in Africa," says Catherine Chamberlain, property director of Chamberlains Hardware.

"Montana serves a large customer base stretching across northern

Gauteng," Chamberlain explains. "The decision to expand the store was to serve our customers better and become a destination store for them."

Developer as tenant

Chamberlains Hardware is both the developer and tenant of the Montana location. Products are therefore chosen for their longevity, durability and cost. **In such large buildings, insulation is very important for keeping the space thermally comfortable, as efficiently as possible.**

"We want the stores to be pleasant and safe, as well as being cost effective to build and maintain," says Chamberlain. The Montana megastore development is fitted with Alucool® FR white-faced insulation under the roof sheeting.

Value added

The professional team specified Alucool® for its advanced benefits and features. Chamberlain explains further: "We believe in the product, to the point where we also stock and sell Alucool® in our stores. It's a great product for our needs."

Alucool® consists of a glass mineral wool named "Knauf", which is bonded to a facing that fits the customers' requirements. Knauf uses a bio-based binder called ECOSE® that contains no added formaldehyde or phenol. It is made from renewable, natural raw materials and is 70% less energy-intensive to manufacture than traditional binders, so it is more environmentally friendly.

Longevity

A long lifecycle is expected once installed, supported by a 15-year prime quality guarantee, on condition that the installation has been done according to ATI's installation guidelines.

Stalwart contractor to Chamberlains, Sarel Cronje of Steel Roofing, did the installation for this project, and many of the brand's other stores.

"Working with Sarel, and Chamberlains has been a wonderful experience for us," says Nolene van den Heever, divisional sales director at ATI. "This is a long-standing relationship, we are proud to be part of and to help grow into the future."



A long lifecycle insulation product is well matched to a heritage hardware brand's megastore expansion in Montana, Pretoria.

This focus on longevity makes Alucool® an ideal choice for the Chamberlains Montana megastore. It is keeping the store thermally comfortable for the next chapter of this heritage hardware brand's story. "We develop and build our stores to last, because we are a brand that intends being here for many more years," concludes Chamberlain.

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