



P.C. RICHARD & SON

BROOKLYN, NEW YORK

ARCHITECT JT CONSULTING SERVICES, INC

GENERAL CONTRACTOR KENCO DESIGNS INC

INSTALLER FACELIFT CONTRACTING CORP.

APPLICATION RETAIL

TYPE RENOVATION

YEAR 2023

PRODUCT SPECTRUM FAÇADES

FASTENING SYSTEM ATS 710 WITH COLOR MATCHED FASTENERS

PHENOLIC PANEL DECORS USED TRESPA® METEON®

A05.0.0
PURE WHITE

A12.1.8
PASSION RED

SPECTRUM
FAÇADES

CASE STUDY - RETAIL

The American Dream: The Story of P.C. Richard & Son

Founded in 1909 by Pieter Christian Richard, a Dutch immigrant, P.C. Richard & Son embodies the American Dream. Starting as a small hardware store in Brooklyn, NY, it has grown into a leading family-owned retail brand in the Northeast, symbolizing tradition, community, and growth. Today, P.C. Richard & Son is recognized as America's #1 Family Owned & Operated Appliance, Electronics & Mattress Retailer.

Project Overview

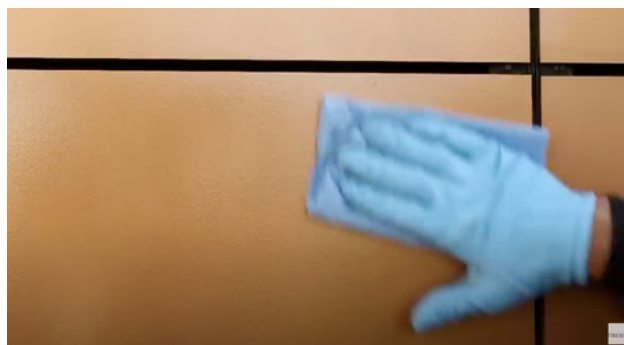
Initial Facade and Challenges

The original facade of the P.C. Richard & Son store was a renovated 1940's brick grocery store with an outdated 1980's metal panel mansard. This old design lacked modern appeal and did not resonate with the contemporary branding needed to attract the client's customers.

Selection of Materials

To address these challenges and revitalize the store's exterior, Trespa Meteon panels were selected for their notable advantages:

- **Durability:** These panels are built to last, offering high resistance to environmental factors that can typically degrade building materials.
- **Graffiti Resistance:** One of the biggest advantages of Trespa Meteon panels in this urban setting is their ability to easily resist and clean graffiti. This feature has been crucial in maintaining a clean, welcoming, and unmarred exterior, which is vital in areas prone to graffiti.
- **Aesthetic Flexibility:** The panels provide the ability to closely align with P.C. Richard & Son brand colors and modern design ethos, facilitating a significant visual upgrade that is both appealing and brand-consistent.



CASE STUDY - RETAIL

Design and Implementation - Collaborative Effort

The project was a collaboration between P.C. Richard & Son, Spectrum Façades, and Face Lift Contracting, supervised by installer Perry Haralambidis.

The challenges of scoring the white and red panels were efficiently managed by the team, ensuring the facade met aesthetic standards and functional requirements.

BEFORE



AFTER



CASE STUDY - RETAIL

Results and Feedback

Visual Transformation

The renovation drastically transformed the building, turning a dated structure into a modern landmark. The new facade aligns well with P.C. Richard & Son brand identity and has significantly improved its visibility and recognition in the community.

Client and Community Reception

Client Satisfaction: Both the architect and the store owners expressed immense satisfaction with the outcome. The building now stands out and captures the attention of passersby.

Community Engagement: The reception of the new facade by the community has been overwhelmingly positive, as evidenced by increased mentions and positive reviews on social media platforms like Yelp. The neighbors have even commented on how the transformation has improved the area, reflecting a broader impact on the local environment and community sentiment. The graffiti-resistant feature of the Trespa panels has played a pivotal role in maintaining the aesthetic integrity of the store's exterior, thereby contributing to sustained community appreciation and support.

Project Recognition

- **Future Projects:** Encouraged by this success, there are plans to undertake similar renovations for two more P.C. Richard & Son stores in 2024.
- **Professional Acclaim:** The project team's ability to overcome challenges like scoring the panels has set a high standard for future endeavors.

"The Trespa & ATS team was very helpful in providing information and tweaking the design to meet the P.C. Richard & Son budget with creative ideas like scoring the panels and how to attach them to the building. This helped sell the project after we received the quotes back from the contractors. The design and the finished product exceeded my expectations."

"The new look of this building totally transformed it from a renovated 1940's brick grocery store with 1980's Metal panel mansard into a modern looking NEW building. The panels provided a fresh sleek look without compromising how the P.C. Richard & Son color scheme and recognizability of its buildings. The before and after pictures speak for themselves. I look forward to working with the Trespa Panels again in the future!"

Jim Tsaveras, President | JT Consulting Services



Future Outlook

Encouraged by the success of this renovation, the architect looks forward to further collaborations using Trespa panels, anticipating new opportunities to redefine commercial spaces with cutting-edge designs and materials. The transformation of the P.C. Richard & Son store facade stands as a testament to the power of modern architectural solutions and the benefits of collaborative project execution.

SUSTAINABILITY

At the heart of our environmental product strategy, Spectrum focuses on four key elements:



DURABILITY

- Our main driver of environmental sustainability is durability.
- By needing fewer replacements, long-lasting products entail less use of resources, lower emissions of pollutants, and a smaller amount of waste than short-lifespan goods.
- Additionally, our products' long expected useful life is complemented by low maintenance levels.

LOW-CARBON MATERIALS

- Our phenolic panel inputs have robust Environmental Product Declarations (EPD) and are evaluated using Life Cycle Analysis (LCA).
- We use panels made from 70% wood fibers sourced from sustainable forests. As such, Spectrum products act as a natural source of carbon capture.



LOW CARBON MANUFACTURING PROCESS

Spectrum's manufacturing process focuses on reduction of CO² emissions through 3 key strategies.

- Sustainable sources of power.
- Lowering overall energy consumption.
- Reduction of waste through panel optimization.

END-USER SAFETY

- Spectrum products have low VOC (Volatile Organic Compounds) emissions, contributing to a healthier environment. Green Guard Gold certifications available.
- The inherent properties of phenolic panels do not contribute to mold or bacterial growth and are safe for food-grade applications.



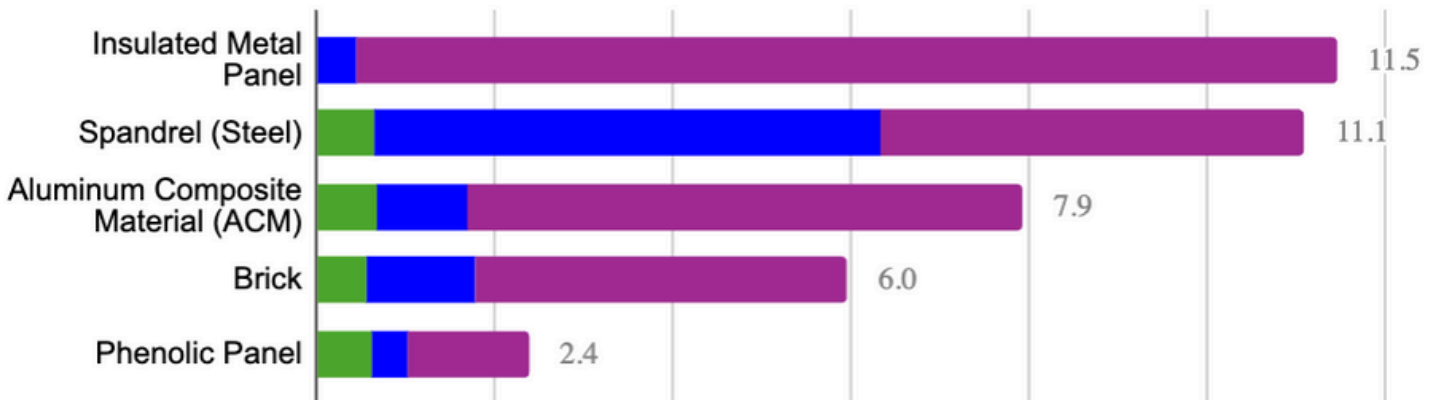


SUSTAINABILITY

Spectrum Façade panels are made of 70% wood fiber. The raw material is both renewable and a natural carbon capture sourced from suppliers holding FSC or PEFCM certification. Complete Life Cycle Analysis (LCA) and Environmental Product Declarations (EPD) are available for our core components. Local production and fabrication in North America result in a lower overall carbon footprint. Electricity used in processing is generated primarily by low-carbon sources.

LOWER EMBODIED CARBON THAN OTHER FACADE SYSTEMS

Facade Wall Assemblies - Global Warming Potential (GWP kgCO₂eq/sf)



SOURCE: PAYETTE. KALEIDOSCOPE: EMBODIED CARBON DESIGN TOOL - JULY 2024

10 YEAR PRODUCT WARRANTY



ABOUT SPECTRUM

We Manufacture Solid Phenolic Architectural Products



FACADES



WALL LININGS



LOCKERS



SCIENTIFIC WORKSURFACES

We leverage the material advantages of solid phenolic panels to create products with a focus on design freedom, sustainability and category leading performance. Built to withstand the test of time, our solutions enhance the aesthetics of buildings and provide long-term value to building owners.

ESTIMATING@ATS-SALES.CA

1-855-444-0588

SPECIFICATIONS & DETAIL DRAWINGS AVAILABLE

SPECTRUM-BUILT.COM