SONY ERICSSON MAKES RIGHT CALL WITH SIKA

When global mobile communication’s giant Sony Ericsson moved its head quarters to Coventry, a bold image was essential to match its prestigious name. That’s why Sika’s secret fix was the product of choice for a seamless cladding finish.

The SikaTack Panel Adhesive BBA approved, from leader in specialist construction materials, Sika, required no additional screws, rivots or mechanical fixings. This meant the architect’s exact design vision could be maintained without a single unsightly bolt interrupting the aesthetic.

Situated in the new Ansty Business Park, Coventry, the project is part of a major move by Sony Ericsson to relocate two of its operations into a singular site. Built by main contractor Bowmer & Kirkland, aesthetics of the building was vital and the reduction in extensive metal fixtures also meant huge cost savings.

As an extensively tested system, SikaTack Panel Adhesive assured the mobile communications giant of total security. Rigorously tried and tested to extreme conditions and back, the system has been officially proven to perform without any reduction in performance.

But it’s not just about looks and performance. SikaTack Panel Adhesive was the green choice too. With fewer materials required and providing reduced installation times – not to mention a reduction in traffic to deliver the materials – far less energy was used to fix the cladding than if a mechanical system had been used.
As the construction of the overall business park had a strong focus on sustainability, and with the Sony Ericsson building being aimed towards a ‘Very Good’ BREEAM rating, the use of the Sika product was an added environmental boost.

The application of SikaTack Panel Adhesive was a simple and quick process compared to its traditional counterparts. Carried out by specialist contractor ECL Contracts, all surfaces were prepared, with the panels then temporarily fixed using specially designed double-sided tape. This held the Cembrit panels in place whilst the secret fix fully bonded the panels to the structure.

What’s special about the secret fix is the utilisation of innovative elastic bonding technology. Once set, it holds the panels securely in place for the lifespan of the building.

“ECL successfully completed the installation of the façade works, including Cembrit panels fixed to a specialist framework, utilising SikaTack panel Adhesive and related products,” commented Malcolm Smith, Managing Director of ECL. “We have completed a wide range of works using this fixing method and find it offers an economic and practical way of giving a seamless finish for a variety of cladding materials.”

Now complete, Sony Ericsson’s new facility is ready for up to 600 employees to take technology forward. And they will be doing so surrounded by a flawless cladding finish that’s certain to last.

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Notes to Editors:

Sika Limited is a wholly owned subsidiary of Sika AG, a global company based in Switzerland specialising in the manufacture and supply of chemical based products for construction and industry. A world-leader in its field Sika has subsidiaries in more than 70 countries, generates annual sales of CHF 4.6 billion and is committed to providing quality, service, safety and environmental care.

In Great Britain, Sika Ltd provides market-leading solutions for flooring, sealing and bonding applications, waterproofing, roofing, structural sealing and strengthening and many other construction applications.

Sika Limited's head office is based in Welwyn Garden City at Watchmead, Welwyn Garden City, Hertfordshire, AL7 1BQ. Call 01707 363866, e-mail flooring@uk.sika.com, or visit www.sika.co.uk.

Further press information about Sika and Sarnafil Limited, including an extensive image gallery, can be found at the Sika Media Centre – www.sikamarketing.co.uk.

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