



SIKA AT WORK

SONY ERICSSON, COVENTRY

SikaTack® Panel Adhesive

BUILDING TRUST



SONY ERICSSON COVENTRY



SIKA SEAMLESSLY SECRET FIX SONY.

When global mobile communications giant Sony Ericsson moved its headquarters to Coventry, a bold image was essential to match its prestigious name. That's why Sika 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, rivets 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 were 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.

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

**For further information call 01707 363893 or
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