

LORIN

Case Study: Shake Shack

Project:

From its modest beginnings as a hot dog cart in Manhattan's Madison Square back in 2003, *Shake Shack* has expanded to become one of the world's fastest growing fast food chains with over 200 restaurants worldwide. Located in high profile venues like Manhattan's Grand Central Terminal, Washington's DuPont Circle and London's Leicester Square, Shake Shack has become a familiar downtown destination in cities from Boston to Bahrain.

Challenges:

With "stand alone" stores as well as mall storefronts inside high traffic municipal centers, the Shake Shack project designers sought a clean but rugged urban wall pattern for both the exterior fascia and the inside counter fronts and walls. They loved the natural metallic look of real zinc but discovered that quartz zinc, in addition to being very costly, fingerprinted easily and degraded when exposed to standard cleaning solvents. They also found that the vinegar in some of the counter condiments like ketchup and mustard stained many of the original zinc and copper surfaces, but just wiped off the anodized aluminum. The other alternative, Kynar painted aluminum was too glossy and lacked the rich, authentic luster of the original metal.

Solution:

They turned to the *Metafor*[™] structural ribbed panel by ATAS International in Allentown, PA, a robust and distinctive horizontal profile with a concealed fastener system. For the color and finish they chose the real metallic look of coil anodized aluminum by *Lorin Industries* of Muskegon, MI in a variety of complimentary colors including, Zinc, Antique Copper, BlackMatt, Copper Penny and Dark Bronze. "They wanted something with an authentic metal look that transitioned well between colors at each location" recalls ATAS International Product Manager Chris Kroeter. "The anodized finish provided a great natural look, was easy to clean and readily available. Combine that with smaller minimum quantities, good formability in the ATAS profile and the lower price anodized offered, the choice was clear", Kroeter said.

With dozens of new stores planned, the rich color of Lorin's anodized aluminum and bold contours of the ATAS wall panel will be a recognizable and signature look for the Shake Shack organization for years to come.

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Antique Copper Union Station, Washington, DC



BlackMatt®, West Hollywood, CA



Medium Bronze East 86th Street, NYC