

CASE STUDY

ACOUSTICAL CEILINGS FROM BPB

Celotex[®] BRAND

CLASSIC MINERAL CEILING SYSTEMS

Baroque™ • Baroque™ Customline®



Celotex® Brand Baroque™ and Baroque™ Customline® ceiling panels are used to reflect light and showcase the product displays at the Nordstrom department store in Dulles Town Center.

NORDSTROM DEPARTMENT STORE

Project: Dulles Town Center
Location: Washington, DC
Architects: Callison Architecture, Seattle, WA
Contractor: IBEX Construction, Washington, DC

Nordstrom Relies on Celotex® Brand Acoustical Ceilings to Help Project Customer Oriented Image

Nordstrom store managers encourage their sales staff to remember customers names and clothing sizes, to make the customer feel important, and above all, keep them coming back.

These customer service policies are just part of the legendary Nordstrom image, which also includes interior decor finishes designed to attract shoppers. This objective extends from the shine of the floor to the elegant yet affordable Celotex® Brand acoustical ceilings from BPB.

According to a Nordstrom spokesperson, "While our customers explore our store, we attend to the details that add value to the Nordstrom experience - spacious aisles, convenient restrooms, attractive decor and plenty of amenities."

The Nordstrom department store in Dulles Town Center is no exception. The department store anchors a 1.4 million sq. ft. regional mall in northern Virginia, just outside Washington, D.C., and a few minutes from Dulles International Airport.

The dramatic designs of the Celotex® Brand Baroque™ ceiling panels help brighten the spacious aisles, reflect indirect light and enhance such elegant showroom touches like the live music played by a musician at a baby grand piano.

"The Baroque™ ceiling panels and the retail environment are a perfect match," said BPB's Ceiling Systems Manager, David Todd. "The Baroque™ ceiling panels offer a rich look and feel in addition to quality acoustical performance without a premium price."

The Baroque™ Customline® panels are scored to complement the suspension system and mask the metal grid, while the scoring patterns create lines that compel movement toward the ample racks of merchandise and latest fashions on fully coifed mannequins.

In today's fiercely competitive marketplace, the retail manager looks for every way to hold down costs while maximizing the store's customer-friendly look. The Baroque™ ceiling system offers a .82 Light Reflectance that in combination with daylight from large display windows and programmable lighting controls can slash energy costs.

The light reflectance of ceiling panels is also important in the new regulatory environment for shops and restaurants in which several state governments have significantly reduced the number



The Nordstrom department store in Dulles Town Center utilized acoustical panels from BPB's Celotex® Brand to create an intimate and inviting atmosphere for shoppers, complete with live music from a baby grand piano.



The light reflectance of ceiling panels is important in the new regulatory environment where several state governments have significantly reduced the number of allowable watts per sq. ft. of retail space. Celotex® Brand ceiling panels from BPB offer high light reflectance to help meet energy code requirements.



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continued

CASE STUDY

NORDSTROM DEPARTMENT STORE *continued*



Nordstrom maintains stringent standards for cleanliness and routine maintenance. Workers at the Dulles Town Center store like the Celotex® Brand Baroque™ acoustical panels because of their high degree of durability.

of allowable watts per sq. ft. permitted by the lighting.

The states are merely complying with what the U.S. Department of Energy mandated on July 15, 2004, a requirement that all states adopt an energy code that meets or exceeds the minimum requirements of ANSI/ASHRAE/IESNA Standard 90.1-1999, Energy Standards for Buildings Except Low-Rise Residential Buildings.

Dating back to 1972, the Standard 90 Series has provided efficiency design criteria for a building's walls, roof, windows, lighting and mechanical systems. Some states, such as California, already have more stringent requirements.

These regulations may not seem like a blessing but lower wattage lamps and fixtures used in conjunction with high light reflectance ceiling panels have hidden benefits. The low-watt light fixture may cost more up front but it produces lower heat levels on showroom floors and that lowers air conditioning costs.

The architect or interior designer who specifies high light reflectance ceiling panels is using one of a growing number of strategies, which can also include installing fixture reflectors, that can further reduce the life-cycle cost of a new building.

The lighting must strike a balance between low energy consuming dimmed background lighting to create the right ambiance leading up to the display cases while more expensive to operate spot illumination must showcase products to help sell them.

While the Nordstrom clientele need not dress up to shop there, the built-in beauty of a Baroque™ Customline® ceiling welcomes them by creating a dramatic entrance and a

customer friendly look while providing a track record of durability and cleanliness that is unsurpassed.

The Baroque™ panels finished texture is the most popular pattern produced by BPB, giving corporate officers and franchisees the comfort of knowing the ceiling will provide them the consistent image they want to maintain and the visual effects of their brand and identity.

IBEX Construction of Washington, D.C., built the two-story Nordstrom store for the existing Dulles Town Center shopping mall, which is owned by the Dulles Town Center LLC, partnered with Lerner Enterprises, based in Bethesda, Maryland. The retail store covers 144,000 sq. ft. of a new wing in the Town Center, which is called the Town Court Wing. BPB supplied about 118,000 sq. ft. of ceiling panels for the project.

The architect, Callison Architecture of Seattle, WA, is a designer of retail, hospitality, corporate, healthcare and mixed-use destinations. "Callison designs attract the business, people and activity that lead to sustained performance," according to Tracey Compton, communications specialist for Callison.

For more information and samples, contact:

USA

BPB America Inc.
5301 West Cypress St., Suite 300
Tampa, FL 33607
Toll-Free: +1-866-427-2872
Fax: +1-800-829-1422
Email: crc@bpb-na.com
Web: www.bpb-na.com

Canada

BPB Canada Inc.
Architectural Products
Sales Division
6715 Ogdendale Road S.E.
Calgary, Alberta T2C 2A4
Toll-Free: +1-866-427-2872
Fax: +1-800-829-1422
Email: crc@bpb-na.com
Web: www.bpb-na.com



Product Specifications

	Item Number	Nominal Size (Inches)	Edge Detail	NRC	CAC	LR
Baroque™ Customline®	BQCL-224	24 x 48 x 3/4	Reveal	.60	35	.82
Baroque™	BET-197	24 x 48 x 3/8	Trim	.60	35	.82