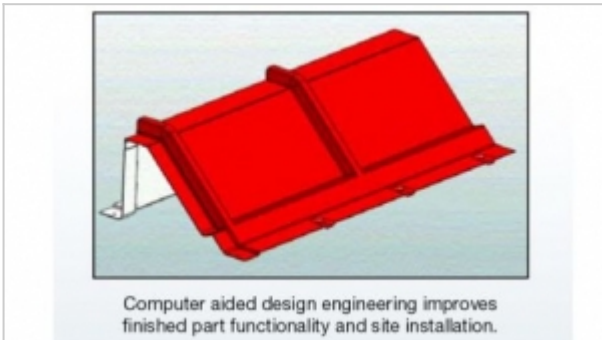


# Petrol PLAZA

## Lowering the Cost of Canopy Re-Imaging



A demonstration of the unique properties of Fiberglass Canopy Cladding was enough to persuade Husky Energy Inc. to overhaul the architectural cladding on its entire network of Travel Centres.

### **Delivering a contemporary look with improved durability**

Husky Energy Inc. is one of Canada's largest energy and energy-related companies, with almost \$16 billion in assets and approximately 4,000 employees. Husky sells and distributes a full range of refined petroleum products through more than 500 locations across its retail network, including its 40 Husky Travel Centres.

FormaShape was introduced to Husky Energy by a contractor who was sourcing fiberglass column cladding. It was during the installation that FormaShape's Engineering Manager, Henry Czenczek, noticed that the Travel Centre's architectural cladding was made from ribbed tin.

Czenczek knew that FormaShape could dramatically improve both the look and durability of the Husky outlet by creating new cladding made from customized fiberglass. Following a meeting with Roman

Anisimovicz, Senior Staff Engineer for Husky's Retail Marketing Group, FormaShape was charged with developing a new fiberglass product to replace the existing cladding at the Husky Travel Centres.

### **A single step facility branding solution**

By combining the unique properties of fiberglass with their expertise in fabrication, FormaShape has developed a manufacturing process which enables them to create large volumes of any 3D shape designed for an architectural branding application. Using their state-of-the-art technology, FormaShape was able to create a solution for Husky which replaced its existing four-step solution — wooden truss installation, flat sheet installation, tin rib installation, soffitry installation — with a consolidated single part solution. This one-step process greatly reduces the timeframe for installation and produces a more contemporary look.

In addition, FormaShape was able to demonstrate to Husky the durability of the fiberglass product. Resistant to the elements, vandalism, and wear and tear, the new product would have a life-span of at least two decades, much longer than the existing tin cladding.

### **Installation time cut by 50%**

The first Husky Travel Centre to receive the new product was well received by both Husky and its customers. "The original Husky design was comprised of metal cladding to cover existing structures," explained Roman Anisimovicz, Senior Staff Engineer for Husky's Retail Marketing Group. "These tin claddings were large, difficult to install and expensive to maintain. Through collaboration with Henry Czenczek and the team at FormaShape, we were able to recreate the same Husky branding but in a smaller, modern and more efficient design. This fiberglass product has enabled us to substantially reduce the time it takes to remodel our Travel Centres. By application of its expertise, FormaShape has cut the installation time by at least 50%," Anisimovicz said.

As a result of the success of the Belmont Travel Centre installation, FormaShape has been contracted to bring its fiberglass image solution to other Husky Travel Centres across Canada. Anisimovicz sees the adoption of FRP technology from FormaShape as a natural progression for Husky, a company that prides itself on using the most current technology.

"At Husky we make full use of the most current technology at our locations, including touch screen, point-of-sale and pay-at-the-pump systems. The introduction of FormaShape's' fiberglass cladding solutions to our Travel Centres is another example of how new technology can be implemented to enhance the Husky customer's retail experience", Anisimovicz added.

### **Contact information**

---



**FormaShape™ - A Division of  
WhiteWater Composites Ltd.**  
9505 Haldane Road  
V4V 2K5 Kelowna, B.C.  
Canada

 +1 2507665152

 +1 2507663337