

# ENTRY PORTAL FACELIFT

With the continuing desire to strengthen their brand, McDonald's Philippines has launched a new look for their stores. The general upgrade both internally and externally, is enhancing the architectural character and in turn the feel of the McDonald's experience, whilst maintaining the main icons such as the much loved Golden Arch.

The most recent element of this program that Albert Smith has been involved with is the fabrication, supply and installation of the new 'Entry Portal' at the front of the store. A combination of steel sub framing and ACM materials painted to a specific color scheme is being applied to both internal mall and external freestanding stores.

To minimise any possible interference with the daily operation of the store we designed the structure so that it would be pre-fabricated in our manufacturing plant. This was achieved through carrying out detailed site surveys and good communication and coordination with other contractors on site. This solution then enabled us to install the entry portal quickly and deliver a quality product to our customer.

To date we have completed six (6) stores and look forward to the continuation of the roll out.

Peter Treloar  
Albert Smith Group Philippines

