PROVEN PERFORMANCE
MCDONALD’S, ABERGAVENNY
McDonalds had chosen an area of outstanding natural beauty in Abergavenny, to build its tried and tested winning formula fast food outlet. Following market research, Abergavenny was identified as a town that would support the building of a new restaurant.

THE CHALLENGE
Due to its locality, planning regulations were strict, even to the extent that the company wasn’t allowed to erect the famous yellow arches that guide prospective dinners in from the main carriageway. A symbol that’s as famous as Ronald McDonald himself. The planners put various restrictions on the building itself, items such as the cladding and brickwork had to blend into the surroundings. The traditional concrete that McDonalds used for its road is charcoal grey and they hoped that this would be acceptable to the planners.

OUR SOLUTION
Tarmac offered Toptint as a solution. They provides the customer with a varied selection of colours that could of been used to compliment, highlight or demark areas as needed. The Charcoal Grey was recommended as it is the colour that McDonalds traditionally use at most of their franchises. They accepted it without compromise and installed it with a pattern impregnated into the surface.

RESULTS AND BENEFITS
The product is highly durable, easy to lay and can be supplied in a variety of colours. In this case study, 88m³ of a charcoal Toptint was supplied and pattern printed to give a cobble effect. The finished product looks stunning and blends well into the areas natural beauty. Planners and McDonald’s were very happy with the end result and the overall advice and support received.

For more details contact toptint@tarmac.com or call 0800 1 218 218