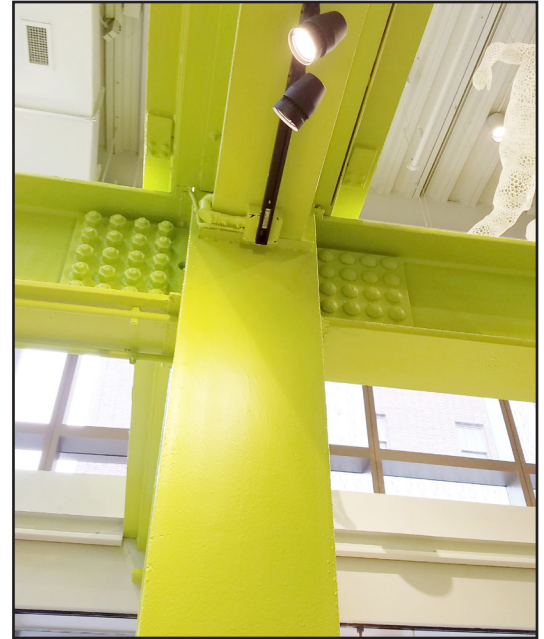


NIKE Soho, New York, NY

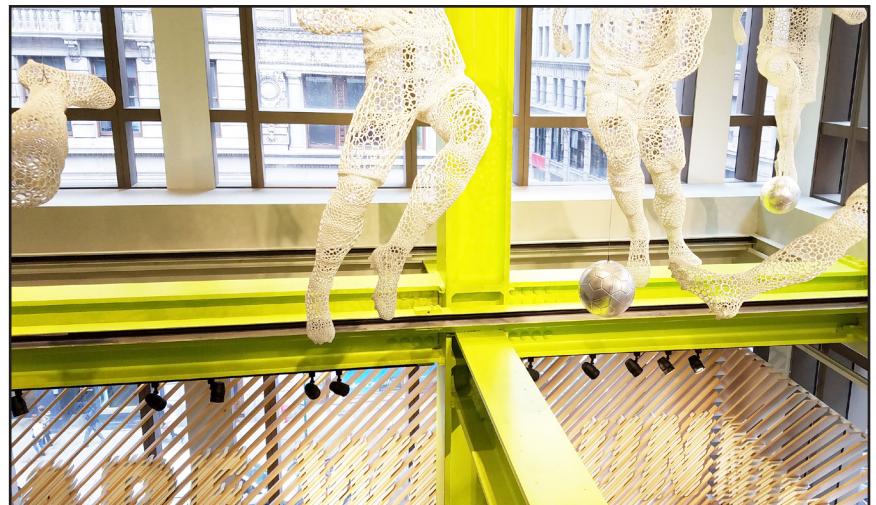
Nike Soho is a 5-story, 55,000 square foot retail space in the heart of New York City's Soho neighborhood. It is Nike's store of the future, creating "immersive experiences" for consumers shopping for footwear and apparel.

The architectural and design firm of BSK Architects was awarded the 2017 Design Award of Excellence by the Society of American Registered Architects New York Council for this structure. The architecture of the building combines a glass curtain wall exterior with an expansive, open interior floor plan. The large majority of the store's structural steel framework is exposed to view and subject to high volume foot traffic. Of critical importance was satisfying the 3-hour fire resistance rating for primary structural members and 2-hour rating for secondary members while maintaining the natural aesthetic of the exposed steel framework. CAFCO[®] SprayFilm[®] WB 5 / ISOLATEK[®] Type WB 5 Intumescent Fireproofing was the product of choice for ISOLATEK's Recognized Applicator, Spray Force Systems, Inc. of Rockaway Park, NY.



With the most expansive range of UL Design listings and hourly ratings of any water-based Intumescent Fireproofing, CAFCO SprayFilm WB 5 / ISOLATEK Type WB 5 was the perfect match for this state-of-the-art retail space. Its highly durable, impact resistant, and abrasion resistant properties are key to its ability to withstand the constant flow of foot traffic and activity within the space. Finish coats of varying colors were applied over the surface of CAFCO SprayFilm WB 5 / ISOLATEK Type WB 5 to complement the multiple color schemes throughout this 5-story retail experience.

In combination with robust and resilient in-place characteristics, the unrivaled thermal performance of CAFCO SprayFilm WB 5 / ISOLATEK Type WB 5 results in reduced installation time and superior aesthetics, making it the leading intumescent fireproofing in today's commercial construction market.





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Brand

ISOLATEK INTERNATIONAL® provides passive fireproofing materials under the CAFCO® and FENDOLITE® trademark throughout the Americas and other markets and under the ISOLATEK® trademark throughout the world.

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