

Architectural Excellence at German Doner Kebab: Elevating Visual Appeal with HIMACS



LX Hausys and James Latham, the distributor of HIMACS in the UK and Ireland, have joined forces with German Doner Kebab (GDK), the UK's fastest-growing fast-food chain, to elevate the visual appeal of their nationwide sites using the inspiring HIMACS material. The impressive quantity of 1,000 sheets of HIMACS Cima and Orange have been used to outfit multiple GDK establishments.

As GDK ambitiously expands its presence, aiming to secure a position among the top three global fast-food chains, maintaining a distinct and recognizable brand identity becomes paramount. Embracing a striking black and orange palette was essential for fostering customer familiarity and promoting brand loyalty, thus ensuring visual consistency across GDK's UK sites.

To ensure a guaranteed level of uniformity, GDK enlisted the expertise of Paradigm Woodworking Specialists, renowned boutique fabricators in the casual dining sector. Given the demanding environment of bustling kitchens and dining areas, the selection of materials played a pivotal role. It was imperative to not only achieve visual appeal but also prioritize durability, hygiene, safety and ease of maintenance, withstanding the rigors of frequent cleaning and exposure to potent detergents.

Paradigm Woodworking Specialists, have chosen HIMACS Cima 12 mm. Exuding a dark and moody demeanor, Cima, a part of the captivating HIMACS 'Volcanics' collection, emulates the elegance of black granite, elevating the interiors to a contemporary and sophisticated level in line with the brand's vision.

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High resolution images available: <https://www.lxhausys.com/eu-en/case-studies>

HI·MACS



Paradigm expertly fabricated and installed Cima in various applications throughout the eatery's interiors, including worktops, booth cappings, and condiment areas. Expanding upon the distinctive GDK orange motif, Paradigm also introduced the vibrant 12mm HIMACS Orange as an accent in larger establishments. Flowing along the floor, it serves as a guiding element for customers, infusing high-traffic areas with visual allure while effectively leading patrons to the tills.

By seamlessly assimilating and complementing natural stone, wood, and leather, HIMACS showcased its ability to harmonise with other materials, contributing to the creation of highly captivating interiors.

Stephen Redgrave, Director at Paradigm Woodworking Specialists, commented on the project and selection process, stating, "Working with HIMACS has been an incredible experience. Its malleability and thermo-forming capabilities allow for the creation of intriguing curves and shapes. The end results impeccably showcase HIMACS' ability to enhance interiors. Its seamless installation, even in tight spaces, further attests to its excellence. Moreover, HIMACS Orange, which closely matches GDK's logo colour, played a vital role in fulfilling the client's on-brand requirements. The success of this endeavour has fostered the expansion of our relationship with both GDK and James Latham, enabling the delivery of exceptional spaces as new projects emerge."

Redgrave concludes, "Throughout the journey, James Latham provided invaluable assistance, and their solid surfaces team's advice and consultancy were unrivalled."

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PROJECT INFORMATION:

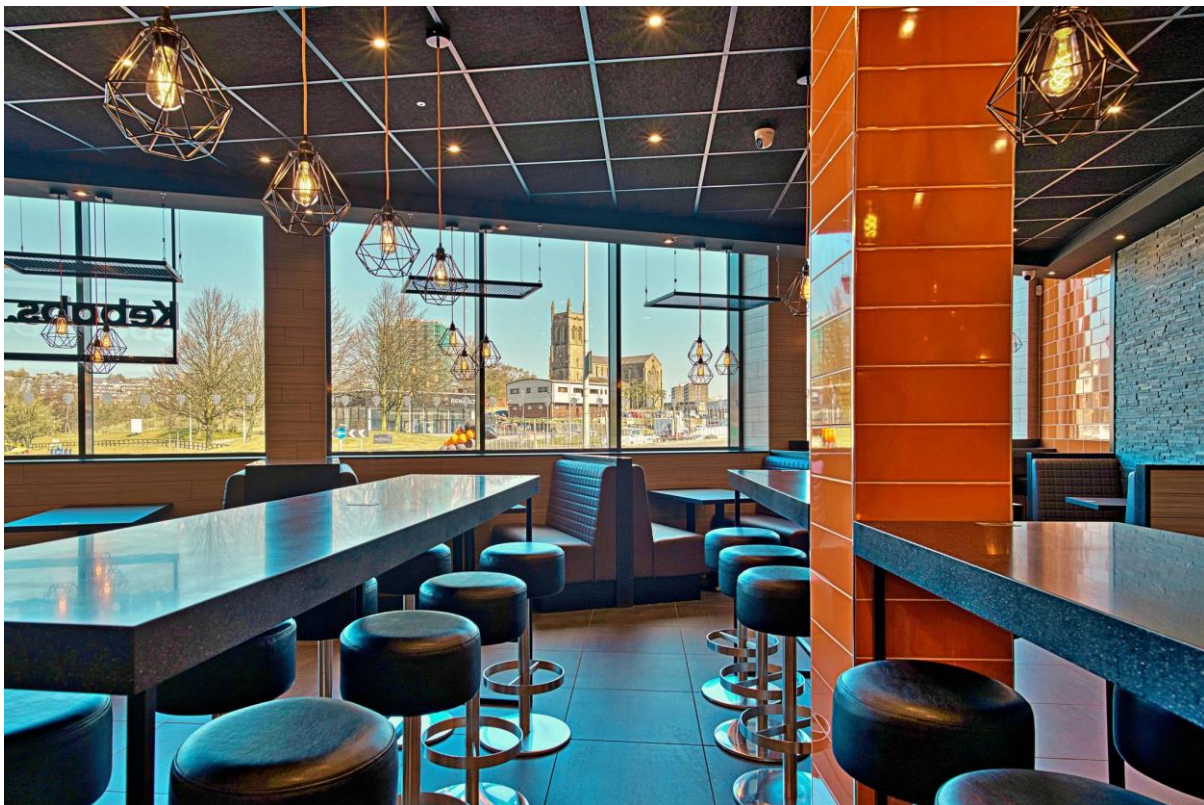
Location: Multiple GDK establishments, United Kingdom

Fabrication: Paradigm Woodworking Specialists

Material: HIMACS VB02 Cima, S027 Orange

HIMACS Supplier: James Latham's

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HIMACS Solid Surface

www.lxhausys.com/eu/himacs

HIMACS is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high-performance wall cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for quality, aesthetics, fabrication, functionality and hygiene – offering many advantages over conventional materials.

HIMACS provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HIMACS.

At the forefront of innovation as always, LX Hausys recently introduced two new products. First, **HIMACS Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation in the history of Solid Surface since its inception in 1967. And now, **HIMACS Intense Ultra** combines the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

HIMACS uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades – exhibits a special translucency when exposed to light. Although HIMACS is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HIMACS is made using a next-generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser surface that is even sturdier, more homogeneous and more durable, and with better resistance and superior thermoforming results.

HIMACS does not absorb humidity, is highly resistant to stains and is easy to clean, maintain and repair.

Countless internationally recognized certificates attest to the quality of HIMACS in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for the Alpine White S728 colour.

HIMACS offers a 15-year warranty for products fabricated by a Quality Club Member.



HIMACS. Because Quality Wins.

For more information and to stay connected, visit our [EU WEBSITE](#), [UK WEBSITE](#) and our [newsroom](#).

Let's connect!



* **HIMACS** is designed and produced by **LX Hausys (formerly LG Hausys)**, a world leader in the technology sector and a subsidiary of LX Holdings Corp.

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