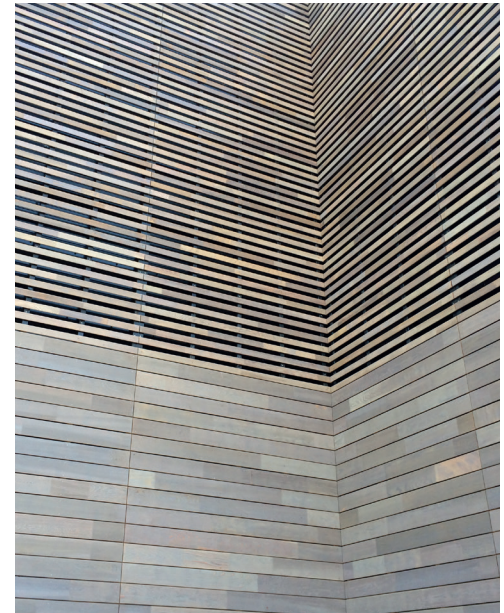




## Case study – Hereford Cinema Complex



## Vincent Timber Cladding is just the ticket at Hereford Cinema Complex

**Vincent Timber has supplied almost 20,000 Mtrs of Sivalbp® pre-weathered Western Red Cedar cladding to provide the perfect aesthetic finish for a new six screen multiplex cinema at Hereford Old Market Town Shopping Centre.**

Built by Sir Robert McAlpine for clients Stanhope and British Land, the £90 million retail and leisure development has been built on the site of a former cattle market in Hereford city centre. As part of a full envelope package, including roofing and cladding systems, specialist contractor Lakesmere Group Ltd turned to Vincent Timber for design options fitting with such a development mixing the old with the new.

Appointed to provide a subtle yet durable façade, Vincent Timber supplied the Sivalbp® New Age Gris Cladding. Creating an attractive aesthetic in line with the geographic location, the finger-jointed cladding is coated to provide a pre-weathered appearance that is sympathetic to its environment and will provide a more even weathering process and stylish appearance befitting the development.

Installed by Lakesmere in a horizontal parallelo profile, more than 7,500 metres of cladding boards measuring 18f x 140f were applied to the base of the building, with 11,500 metres of cladding boards measuring 17f x 70f installed on top.

The project has once again proven Vincent Timber's ability to deliver cladding solutions that offer the highest standards of functionality and weatherproofing, whilst delivering a natural and homogenous transition to the actual aged colour of the cladding.

As the first major retail development in Hereford for 25 years, the Old Market Town Shopping Centre opened in May 2014 – with Vincent Timber helping to create a cutting edge façade that will continue to perform for many years to come.

[www.vincenttimber.co.uk/products/sivalbp](http://www.vincenttimber.co.uk/products/sivalbp)

### Project:

Hereford Cinema Complex

### Products:

Sivalbp® New Age Gris Cladding

### Contractor:

Lakesmere Group Ltd

