

Adidas Sport Performance Store - Paris



Adidas teams up with Coopers to protect its new sport performance superstore in the Champs-Élysées

Adidas, with its reputation as a brand leader in the manufacture of sports equipment in Europe, recently opened the world's largest Sport Performance Store in the Avenue de Champs-Élysées - Paris.

The market position and quality of the Adidas brand is reflected in the smoke containment system that the project's architects selected to provide protection for the new store.

Coopers, the UK based specialists in fire and smoke containment, were commissioned to produce a custom designed barrier system to prevent smoke penetrating the upper floors of the 1,750 square metre store via the central escalators. The smoke curtains, which were installed by Souchier – France, were specifically designed to protect the means of escape for customers, whilst at the same time dramatically reduce the transmission throughout the building of life threatening effluent generated by a fire.

Regulations covering fire and smoke containment systems in public buildings are becoming infinitely more stringent as litigation relating to fire and smoke injuries increases. Leading names such as Adidas are relying on their key suppliers to ensure that they remain within current legislation. Already by the end of 2006 more than 150,000 visitors had passed through the new store – a number that included tourists from all over the world. Without doubt customer safety is a vital issue for architects and construction engineers alike when tendering for high profile contracts.

Coopers with its unique links with authorities governing fire legislation, such as BSi and LPCB, has developed an unprecedented track record for providing highly effective barrier systems for multi-national companies at prime locations worldwide. Continual development of new technologies and new products ensures that the Company keeps ahead of fast changing fire and smoke regulations.