



CASE STUDY

# Yum! Brands Inc KFC Restaurants



## OVERVIEW

Highlighting its support for the circular economy, KFC in a QSR industry first, has integrated building materials made from waste packaging into a new concept store in South Penrith.

This partnership with saveBOARD is laying the foundations for a broader inclusion across the brand and will provide KFC with an even stronger environmental position for its stores.

## PROJECT

### Client/Architects

Yum! Brands

### Project Address

1 Aspen St, South Penrith NSW 2750, Australia

### saveBOARD Projects Specified

Exposed Internal Lining

Paperfaced Internal Linings

## WHY THE CLIENT CHOSE SAVEBOARD

### save the Environment

KFC has been an active supporter of saveBOARD product development since our inception. While the goal is ultimately to utilise KFC waste in the boards, the 'Colonel' wanted to begin using saveBOARD asap to support the growth of the business and the circular economy in ANZ. The initial scope is on high impact feature walls and ceilings in FOH with more trials underway for even greater use elsewhere.



## PERFORMANCE & FUNCTIONALITY

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KFC have utilised post industrial packaging waste in the saveBOARD products. Our Exposed Black internal boards used on walls in Front of House (FOH) areas and consumer seating areas are very hard wearing.

They are based on a variety of content feedstock, with colouring standardised using a recycled plastic film layer. The ceiling tiles in the toilet areas are also made from post industrial material that are similarly hard wearing, but lighter in colour. They are all a direct replacement of traditional plasterboard and ceiling tile materials, but with a true sustainability DNA!



## ADDED VALUE

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KFC have shown that on an installed basis, saveBOARD is commercially viable as it requires fewer trades and is a finished product. Add in the extras of being completely recyclable again back into saveBOARD, low carbon and diverting packaging from landfill, it provides true additional value to the brand.

## SAVE TIME

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Installation of 1x layer of saveBOARD prefinished internal lining is significantly quicker than using traditional materials that require multiple trades (plasterer, painter etc...). Exposed internal lining is prefinished involves fewer trades and at least halves the time required to complete the finished surface.



## CIRCULAR ECONOMY SOLUTION

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Along with end-of-life recyclability, any saveBOARD offcuts along with construction soft plastics used by KFC, can be sent back to saveBOARD and recycled into future saveBOARD products, providing the brand a real circular economy solution for their waste.

## ABOUT SAVEBOARD

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saveBOARD is focused on building a circular economy by turning composite packaging waste back into products. We have two plants; one in Hamilton New Zealand and one in Western Sydney, Australia.

The core of the product is made from 100% recycled shredded and compressed composite packaging and soft plastics, giving the user a sustainable and high performance product. saveBOARD products can be specified with timber or steel framing.

Finished with either a recycled facing paper (Paperfaced), fibreglass face (betterBRACE) or various coloured top surfaces (transparent, White, Black or Clear). Available with either a paper bottom face or two sides exposed transparent top surface. saveBOARD products are alternatives to plywood, OSB or plasterboard.

## DECLARE

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Declare is a database of non-toxic, sustainably sourced building products that meet the stringent requirements of the International Living Future Institute's Living Building Challenge.

Considered the most advanced sustainability certification in the built environment, Declare is like a nutritional label for building products, offering specifiers, contractors and building users insight into the ingredients used in the manufacture of building products. Click on the following link to see the saveBOARD current Declare label <https://declare.living-future.org/products/saveboard>

