

CASE STUDY

RAISING CANE'S NATIONAL ACCOUNT





MAKING AN ENTRANCE WITH RAISING CANE'S

Raising Cane's is a Baton Rouge, Louisiana-based restaurant chain known for its fried chicken, quick service and active community involvement. With a vision to open locations across the United States, the fast-growing business is focused on staying consistent and true to its brand identity and design.

Kawneer's National Accounts team helps deliver a consistent visual appearance for Raising Cane's restaurant locations across the United States by providing a full-service offering, including product and finish consistency as well as design assistance throughout each new project, from ideation to completion.

Kawneer's National Account professionals provide companies like Raising Cane's with estimating, product selection, building and design assistance and more all through one dedicated point of contact.



DELIVERING BRAND CONSISTENCY AND PERFORMANCE

Faced with the challenge of maintaining architectural design and finish consistency, Kawneer's National Accounts team was selected to help ensure a uniform visual appearance for Raising Cane's restaurants by providing support from start to finish.

Throughout the entire process, Kawneer's National Accounts team assists the franchise through one dedicated point of contact, offering services such as estimating, product selection, design and construction assistance while ensuring consistency in products and finishes.

THE PRODUCTS THAT MAKE IT POSSIBLE

During product selection, Kawneer's Trifab® VersaGlaze® 451 Framing System was selected for Raising Cane's projects due to its versatility, aesthetics and high functionality. This solution allows an abundance of natural light to pass through buildings, enhancing displays and creating bright, open spaces that elevate the customer experience.

Combining the ability to withstand the rigors of constant use with maintaining a sleek, clean look suitable for restaurant environments was essential. Kawneer's 500 Wide Stile Entrances were selected for Raising Cane's projects to help create an impressive visual statement for its restaurants while providing superior strength and resistance to heavy foot traffic often experienced at restaurants. 350/500 Standard Entrances are engineered, constructed and tested to make good first impressions while withstanding the rigors of constant use by customers.

Kawneer's knowledge and experience assists national accounts like Raising Cane's in achieving their design goals and project needs. Our dedicated National Accounts division is here to assist throughout the entire process and help build legacies by building brands.

Many of the Raising Cane's new model stores feature sustainable finish options, including Kawneer's black anodized finish on the storefront systems and our red powder coat finish on the entrances. However, as with all buildings, the use of these finishes is dependent on the project's location and local building codes.



CHALLENGES

- As Raising Cane's continues to expand its business, the brand wanted to establish consistent architectural features to help strengthen its brand identity across locations.
- Its restaurants needed to be equipped with entrances that can withstand heavy foot traffic and constant use while making a good first impression for customers.
- To attract customers, retail environments should maximize natural light and create a bright and open environment, which enhances promotional displays.

SOLUTIONS

- Kawneer worked closely with the Raising Cane's national account to develop standardized designs for the brand's architectural elements. This included product and finish consistency and design continuity that would be recognizable to customers across all locations.
- Kawneer's 500 Wide Stile Entrances were utilized to create a strong visual statement and provide superior strength for its restaurants experiencing heavy foot traffic.
- The Trifab®VersaGlaze®451 Framing System was utilized for Raising Cane's projects to help deliver design versatility, high functionality and maximize natural light.

PRODUCTS USED

Trifab® VersaGlaze®451/451T Framing System

Key benefits

- 2" (50.8mm) sightline
- 4-1/2" (114.3mm) depth
- High-thermal performance
- Front, center, back or multi-plane glass applications
- Blast mitigation (451T), hurricane resistance
- Structural silicone glazed (SSG) options, pre-glazed option

500 Standard Entrances

Key benefits

- 2-1/8" (54mm), 3-1/2" (87.9mm) or 5" (127mm) sightline
- 1-3/4" (44.5mm) depth
- Non-thermal performance
- Moderate- to high-traffic application



BUILDING LEGACIES BY BUILDING BRANDS

As pioneers in manufacturing storefront framing systems and architectural aluminum solutions, our industry-leading products help create distinctive buildings across the retail sector. Kawneer's National Account professionals help brands like Raising Cane's maintain brand image across multiple locations.

When partnering with Kawneer on a national account, a discovery session takes place to understand the client's needs prior to proposing design, product and style consistency. Working closely with our clients, our National Accounts team works to maintain contact on a regular basis and respond quickly.

Providing a premium service, we guide our partners throughout the process, offering a one-stop-shop service with one point of contact.

Discover Kawneer's National Accounts division at [kawneer.us/national-accounts-division](https://www.kawneer.us/national-accounts-division).

Learn more about Kawneer's presence in the retail sector at [kawneer.us/retail](https://www.kawneer.us/retail).

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