PROWALL

CASE STUDY

VERTU BMW EXETER

PREMIUM FAÇADE TRANSFORMATION



PROJECT FACTS

Project Type
Commercial Enhancement

Location
Exeter, Devon

Building Type
Prestige Automotive Dealership

System Installed
ProWall Rendered Rainscreen System
ProRend EIFS 100mm EPS EWI

Installer
McCarthy Contractors

Finish
ProRend Colourtex Silicone Render
Custom RAL Colour

Application Method
Mechanically Fixed Ventilated Rendered Façade

PROJECT OVERVIEW

Vertu BMW Exeter required a comprehensive façade refurbishment to restore the appearance of the dealership while improving thermal performance and long-term durability. The project combined two specialist SAS Europe systems: ProWall Rendered Rainscreen System to the front elevation, mechanically fixed to aluminium top hat sections and a 100mm ProRend EPS External Wall Insulation System to the roadside repair section.

The entire façade was finished in ProRend Colourtex Silicone Render, custom tinted to RAL 9001, creating a seamless match with the existing building while delivering a durable, low-maintenance façade. Throughout the project, SAS Render Systems also provided technical support from the initial design through to completion.

THE CHALLENGE

Commercial dealership buildings present unique challenges for external façades.

The project required a system capable of:

- Delivering a perfectly flat rendered appearance across large elevations.
- Providing excellent resistance to weathering and moisture ingress.
- Accommodating movement within the building structure.
- Maintaining colour consistency and appearance with minimal maintenance.
- Providing a durable finish suitable for a high-profile commercial development.
- The finished façade also needed to reflect the premium quality associated with the BMW brand whilst offering a long service life and reduced lifecycle maintenance costs.



INTERESTED IN SPECIFYING THIS SYSTEM?

U-Value Calculations

Specification writing

CAD Details

Technical Support

SAS RENDER SYSTEMS

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THE SOLUTION

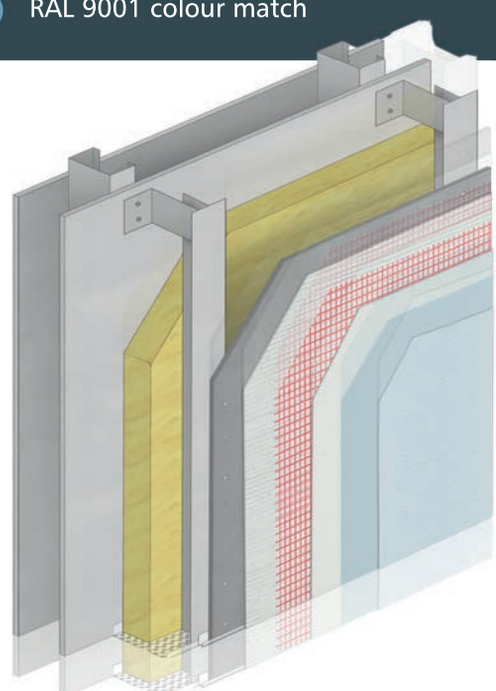
The roadside repair elevation was refurbished using a 100mm ProRend EPS External Wall Insulation System, mechanically fixed back to the existing steel frame to improve thermal efficiency while restoring the façade.

The new front elevation utilised the ProWall Rendered Rainscreen System, fixed to aluminium top hat sections to create a stable, ventilated façade offering exceptional weather protection, structural performance and a BBA-accredited service life of up to 60 years when maintained in accordance with the manufacturer's recommendations.

The façade was completed with ProRend Colourtex Silicone Render, applied over Colourtex Primer and factory tinted to RAL 9001, providing a breathable, highly water-repellent finish with excellent colour stability and low maintenance requirements. Throughout the project, SAS Europe supplied technical specifications, U-Value calculations and site support to ensure a successful installation.

KEY BENEFITS

- BBA-Certified Facade Systems
- Excellent fire performance
- Breathable, water-repellent silicone finish
- End-to-end technical support
- Low-maintenance, long-lasting façade
- Enhanced thermal performance
- RAL 9001 colour match



TECHNICAL SUMMARY

Property	Specification
Front Elevation	ProWall Rendered Rainscreen
Roadside Repair	100mm ProRend EPS External Wall Insulation
Carrier Board	ProBoard Advanced Render Carrier Board
Support Structure	Aluminium Top Hat Sections
Finish	ProRend Lite, ProRend Colourtex Custom Tint
Key Performance	A2-s1,d0 Fire Performance (ProWall), Thermal Efficiency, Long-Term Durability
Suitable For	Steel Frame

By combining the ProRend EPS External Wall Insulation System with the ProWall Rendered Rainscreen System, Vertu BMW Exeter achieved a seamless façade refurbishment that blends new and existing elevations. Finished in RAL 9001, the completed project delivers improved thermal performance, outstanding durability and a premium finish that reflects the quality of the BMW brand.

