

# PRESS INFORMATION

Release date: 29/01/07

## **ADIDAS AND COOPERS MAKE A GREAT TEAM**

Adidas, long considered the number one sports brand in Europe, recently opened the world's largest Sport Performance Store in the Avenue de Champs-Élysées - Paris. The quality of the Adidas brand is further reflected in the smoke containment system that the Company selected to protect the new store.

Coopers, the UK based specialists in fire and smoke containment, produced 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 rigorous, and leading names such as Adidas are relying on their key suppliers to ensure that they stay within them. Already by the end of 2006 more than 150,000 visitors had visited the new store – a number that included tourists from all over the world. Clearly customer safety is a vital issue for architects and construction engineers alike when tendering for high profile contracts.

With its unique links with authorities governing fire legislation such as BSi and LPCB, Coopers has developed an unprecedented track record for providing highly effective barrier systems for multi-national companies at prime locations worldwide.

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Coopers smoke curtains protect the central escalators in the new Adidas Sport Performance store in Paris