

Case Study – Wonderful Company’s Warehouse/Billboard, Delano, CA

A combination of the right building component and a unique product created an innovative and eye-catching branding opportunity for the Wonderful Company of Delano, California.

Among other things, The Wonderful Company is a citrus producer. It grows, packages and ships its Halo brand of Clementine mandarins. Around the world these fruits are known by their blue rectangle boxes, making them easy to spot in the grocery produce aisle.



When it came to building a warehouse in nearby Delano, which is in the heart of California’s citrus belt in the San Joaquin Valley, The Wonderful Co. saw this project as a wonderful – excuse the pun – opportunity to extend the company’s popular brand.



The dimensions of the warehouse were laid out in a rectangle with walls up to 85 feet high. Furthermore, the panels had to be extremely flat, and in their application had to show no seams. ([Check out this drone video](#) taken during construction.) The company was going to cover the insulated metal wall panels in Mylar sheets, rendering the building with the same shape, coloring and logos as the company’s unique Halos in-store cardboard packaging.

Under the guise of General Contractor Wallace & Smith and Hansen Cold Storage Construction, it was decided that 3-inch thick [FL40 \(flat wall\)](#) insulated metal wall panels (IMPs) from **All Weather Insulated Panels** in Vacaville, California, would meet the job’s requirements. The span capabilities of the [FL40](#), its rigidity and ease of construction accounted for the selection. Hansen Cold Storage Construction, a leader in insulated panel construction, was selected for this project due to the company’s expertise and knowledge of IMP construction.

High-end Architectural Look

[AWIP's FL40](#) insulated metal panels are produced with a flat exterior face, making them the perfect solution for designers seeking a high-end architectural look and has all the thermal benefits that insulated metal panels offer. [This model IMP](#) captures the sleek modern style gaining in popularity for projects demanding contemporary appeal but with high R values and long-term energy savings.



AWIP personnel were on the site to ensure that two custom-designed stack joints on the warehouse were fitted to allow panels to sit smoothly up the entire building. No trim or flashing breaks the exterior plane.

In all, the [FL40](#) covers 35,000 square feet of the Wonderful's warehouse, which now is considered one of the largest branding of a product on a building in the state. In this flat region, the top of the building peaks above the horizon several miles away, and as cars pass by on Highway 99 the building looks as if a friendly giant and left a box of Halos behind.

“No other type of building could have gone up this quickly and provided the surface that is more than 80 feet tall and offers that sleek, smooth surface,” said Conor Lowery, vice

president of Cold Storage Sales for AWIP. “It’s a great product in so many ways.”

That’s branding made possible by a singular building component that puts visual versatility and energy efficiency in the hands of designers and architects.

About All Weather Insulated Panels

Founded in 2004, AWIP strives to provide solutions to projects that require the perfect combination of energy efficiency, creative versatility and ease of construction. AWIP panels feature Solstice® LBA in closed cell polyisocyanurate insulation and self-aligning, double interlocking tongue-and-groove joints with concealed fasteners that create an air-and-water-tight seal to stabilize interior environments.

Government and state building codes will demand improved energy efficiency, making [All Weather Insulated Panels](#) the ideal choice to deliver the superior thermal capabilities and building performance that eco-conscious builders, designers and owners need.

For more information on this development and all AWIP products, please visit the All Weather Insulated Panels website at <http://awipanel.com>. Inquiries may be directed to sales@awipanel.com, or please call 888-970 - [AWIP \(2947\)](#).

Project Type: Warehouse/Billboard
Project Name: Halo
Project Location: Delano, Ca
Manufacturer Name: All Weather Insulated Panels
Owner: The Wonderful Company
Architectural Firm: Engel & Co.
Architect Location: Bakersfield, CA
General Contractor: Wallace & Smith
Installer: Hansen Cold Storage Construction
Amount & Name of Product Used: 35,000 square feet of FL40 (flat wall)
Project Completion Date: April 2016

