



STACKDOOR®

CHANEL CASE STUDY



STACKDOOR CORNER SHUTTER PROTECTS FLAGSHIP CHANEL STORE

Having seen a video online of the Stackdoor Corner security shutter, luxury retailer, Chanel, were impressed by the quality and styling of the product and keen to see if it could be installed into their flagship store in Seattle, USA.

The Chanel store is within a large shopping mall in the town, and with different opening hours to the main mall, it was essential to be able to protect and secure their concession, while making sure that their promotional displays and sales goods were still highly visible to passers-by.

One main factor in the decision-making process is that the store frontage is a large, 'L' shaped opening, making many physical security options difficult to install without having a central corner post in position either permanently, or without needing an inconvenient and potentially dangerous floor fixing.

Chanel was directed to Charter Global in the UK, who supply a Stackdoor Corner as part of their revolutionary Stackdoor system range.



Stackdoor is a lightweight system designed for maximum visibility without compromising security.

The stack-and-pin technology allows up to 80% free visibility and airflow, with no unsightly head box as the stacking mechanism requires minimal space at the top and bottom of the curtain.



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Unlike other standard security shutters on the market, Stackdoor is capable of spanning large widths without intermediate guide rails and is able to follow profiles in plan.

This makes the design ideal for retail environments, securing revolving door systems using the Stackdoor Curved version, and car parks where airflow is required.

In the case of the Chanel store in Seattle, each straight side entrance measured approximately 6m and this bespoke corner system also had a central horizontal band running across the Stackdoor where the gaps between the horizontal bars were halved, to prevent anyone reaching through and stealing merchandise while the shutter is in position.

Chanel also needed the shutter to disappear into the ceiling void completely, so when open, there is no sign of the Stackdoor and the opening has a seamless finish.



One feature on all of the Stackdoor products is a self-locking technology, where if any upward force is applied to the shutter or the bottom rail, the shutter automatically locks in position so it cannot be lifted open.

This means the system doesn't require any internal or external auxiliary locks, but can never be left insecure, even when part open.

Obviously, surveys and fitting had to be completed outside of standard hours, but the whole installation went without a hitch, due to the meticulous pre-testing of the product in the factory in Reading, where the American installer was also invited to undertake additional training to make sure everything went smoothly.

Chanel was delighted with the outcome as the quality and aesthetics of the product is in keeping with their high-level brand, as well as giving them secure protection.

