



YOUR  
**ENTRY**  
EXPERTS.

**CASE STUDY COMPILATION.**

## **HOTELS AND RESTAURANTS.**

### THE ROAD TO **HOSPITALITY**

For many travellers seeing the entry to their hotel is a relief, having finally arrived at their destination after a long day travelling. Similarly arriving at a restaurant means that diners can appreciate that lovely meal they have been looking forward to, fill an empty stomach and enjoy an evening with friends or family. The entry to a hotel or restaurant forms the gateway to hospitality; a place where you can relax and recharge. Much the same as airports or corporate buildings, where the aim is to separate and channel different flows of visitors into different directions, the entry to a hotel or restaurant is about bringing people together.





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## THE HEART OF AMERICA GROUP.

**Heart of America Group does not just operate hotels and restaurants - it engineers, designs, builds, and operates them, all with the intent that the company will be owning them for many years and bringing value to customers and to the communities in which they reside.**

### RELYING ON BOON EDAM REVOLVING DOORS FOR ITS HOTELS AND RESTAURANTS

The Moline, an Illinois-based company, has grown considerably since it opened its first restaurant in 1978, The Machine Shed, a 100-seat restaurant in Davenport, Iowa, that was dedicated to the American farmer. Forty years later, the company, led by CEO Mike Whalen, owns and operates 35 hotels and restaurants in seven states, including Hilton, Marriott, and Holiday Inn & Suites locations, as well as brands including Johnny's Italian Steakhouse, The Republic on Grand, Hotel Renovo, Wildwood Lodge, Thunder Bay Grille and The J Bar.



## CHALLENGE

Automatic sliding doors at the entrance allowed unwanted, cold winter air to flood the beautiful lobby, creating an unacceptable and uncomfortable experience for guests and staff.

## SOLUTION

- Revolving doors were installed, creating a high-class impression while also keeping unwanted weather intrusion at bay.

## BENEFITS

- Minimises unwanted weather intrusion
- Creates an elevated first impression for guests
- Keeps users safe with intuitive entry experience

## CREATING AN ELEVATED CUSTOMER PERCEPTION

"We are unique in that we have a lifecycle mentality, rather than a simple initial cost mentality, when it comes to our properties," Whalen says. "We have a design department and five architects on staff, in addition to our own construction division. We place high value on the customer's perception of us and their comfort while they are on our properties."

That mentality particularly applies to the entrances of its hotels and restaurants, where Whalen seeks to not only provide a secure entry way for customers, but also an entrance that displays excellence in design, elegance, and quality - elevating the customer's overall perception of the property. "The old cliché that you get only one chance to make a first impression is painstakingly true of a hotel," Whalen explains.

## KEEPING THE COLD OUT

Whalen and his team explored the possibility of implementing revolving doors after their national chain partners imposed licensing agreements that required automatic doors for entrances.

"I was sitting in our brand new, beautiful lobby that had an automatic sliding door, and every time someone walked into the hotel, cold air rushed in," Whalen explains. Moving forward, Whalen and his team are choosing to use Boon Edam's Tourniket automatic revolving doors for hotel properties and the American BoonAssist Tourniket manual revolving doors for restaurants. Both types of revolving doors fit the company's design profile while minimizing unwanted weather intrusion.

"When our customers see a Boon Edam revolving door on our property, we think they view us as a higher class structure," Whalen explains. "And from an energy management standpoint, the doors keep the cold air out, especially in the winter."





“[Boon Edam] have been very responsive to any issues. There was nothing that we were unhappy with in regard to the basic engineering or the quality of the finishes of the product. They operate great, and the perception [of them] is great.”

#### SELECTION OF HANDS FREE AUTOMATIC ENTRY AND AN OPTION OF AN ASSISTED MANUAL DOOR

Both the Tourniket automatic and the BoonAssist Tourniket manual revolving doors from Boon Edam are metal-framed doors with glass sidewalls and door wings. The Tourniket automatic is a completely “hands free” automatic door that starts rotating when it senses that a user is approaching.

The BoonAssist Tourniket manual door is unique in the industry because it combines three features: power assist, speed control and positioning: all three features combine to relieve users of extra effort, keep users safe, and make entry more intuitive. Its modern design employs electricity and can therefore be fitted with additional security options that can be customised to an application, such as adding an access control system to allow managers entry after closing hours.





## SNOWBIRD SKI AND SUMMER RESORT.

**The Cliff Lodge and Spa at Snowbird Ski and Summer Resort, located in the heart of the Utah's Wasatch Mountains, has replaced its former double sliding door entrance with a Boon Edam Duotour automatic revolving door. Located 29 miles from Salt Lake City International Airport, Snowbird Ski and Summer Resort is one of the most accessible all-season resorts in the world. Snowbird is known for its consistent snow quality, varied terrain and friendly staff.**

### ELIMINATING THE ICE-COLD WIND TUNNEL EFFECT IN WINTER FOR A BETTER CUSTOMER EXPERIENCE

The Cliff's double sliding door entrance performed well, except for one serious issue: the 9-story building's atrium lobby and escalators created a chimney effect, causing a ferocious wind tunnel throughout the winter months. "It was like standing in a windstorm," recalled Jerry Giles, Director of Village Operations.

"With outside temperatures as low as 20 degrees (Fahrenheit) below zero, the atrium was really, really cold." And given the resort's popularity, particularly during ski season, those doors were often open, and the entrance vestibule and lobby space's comfort level was dramatically affected.

## CHALLENGE

Improve customer experience and comfort in the resort lobby by eliminating the cold winter “wind tunnel” caused by the constant opening and closing of the double sliding door entrance.

## SOLUTION

- Install a revolving door to reduce air flow issues and create a comfortable interior during the cold winter months. The door is large enough to easily accommodate luggage, carts, and ski or golf equipment.

## BENEFITS

- Comfortable lobby, even as outside temperatures reach 20 degrees below zero
- Minimise air infiltration in all seasons
- Small footprint allows for more interior space in lobby for guests to enjoy
- Easy accommodation of luggage, carts and ski equipment



## REMODEL OF THE VESTIBULE ENTRANCE

“We’re in a competitive market, and we have to do what is needed to ensure our guests are happy, or they may go elsewhere—improving our customer’s experience and comfort was a top priority for us,” said Giles. Along with interior design firm Beecher Walker, Giles looked at his options. “A revolving door was not new to me, but previously it was somewhat cost-prohibitive.”

Snowbird made the commitment to spend 10 million dollars to remodel the vestibule entrance area and the guest rooms of the resort. A new revolving door was at the center of their plans. The automatic, two-wing door is 16 feet in diameter with two generous compartments that allow guests to easily move through with luggage, carts and ski or golf equipment.

## KEEPING THE COLD OUT

“Our new rotating door has solved at least 80% of the air flow issue and we can keep the space much more comfortable—it’s very different from before,” said Giles. “The revolving door makes a better presentation,” Giles continued, “and now what formerly was a cold atrium area has now become active space for our guests to enjoy in comfort. In fact, the new Boon Edam revolving door uses less interior space than the old double door vestibule.

Snowbird opened up the existing space, removed a luggage storage room and moved the valet desk to where the old double door vestibule had been. “People now enjoy meeting and relaxing in the atrium, and with the open design, new lighting and furniture, we have a much more vibrant presentation for our guests. It’s 10 times better than what we had previously.”





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#### SAVING ENERGY WHILST GIVING THE GUEST THE HIGHEST COMFORT LEVELS

Giles reports that, in addition to enhancing guest comfort and opening up formerly dead space, the resort is definitely experiencing energy savings from the revolving door. “We couldn’t keep the vestibule or the atrium lobby warm no matter how much heat we pumped in, I mean we even had interior plants freeze with the old sliding doors! By simply changing the type of door, we’ve solved a number of challenges and we’ve definitely enhanced our guest’s Snowbird experience.”





## THE BERKELEY HOTEL.

The Berkeley Hotel is a luxurious hotel based in Knightsbridge, London. The hotel entrance required a renovation which would give guests an instant welcome upon arrival, whilst also providing a practical function to meet access needs. For a hotel as prestigious as The Berkeley, first impressions are hugely important. The entrance and welcome given by a hotel provides the guest with an indication of what to expect from their stay, so therefore the entry solution was a key consideration within the renovation project.

### GREAT RELATIONSHIPS FORM SUCCESSFUL PROJECTS

Due to the high-end nature of The Berkeley Hotel, attention to detail was paramount. Multiple meetings were held with the architect to ensure that Boon Edam's team of experts could fully capture all requirements to provide the perfect, bespoke solution. Boon Edam's Crystal Tourniket door was selected for the entrance of The Berkeley Hotel; one of the most impressive and eye-catching revolving doors available. A Crystal Tourniket is constructed almost entirely from glass, with added stainless steel accents to support the solidity of the door.





## CHALLENGE

As part of a renovation, provide guests an instant welcome upon arrival, whilst also providing a practical function to meet access needs.

## SOLUTION

- Install a bespoke revolving door to give a first impression fitting for this luxurious and iconic venue.

## BENEFITS

- Attention to details in the finishings
- Warm wood used to create a homely and welcoming feeling on entering
- Bringing the inside and outside environments together in a seamless experience
- Smooth, tactile passage which met both local compliance regulations and the specification of the architect's vision
- Good (hidden) security with both manual and remote locking
- Matte finish minimises fingerprint marks

"Working with natural materials such as wood brings their own challenges in regards to aesthetics. Wood is known to not only have its own grain, but it can often be supplied with numerous knots. When spanning such a large diameter, you can run the risk of knots looking 'busy'."

## ESSENTIAL DESIGNS AND DETAILED SOLUTIONS

The architect was precise about the type of wood to be used to achieve the aesthetic requirements envisaged for the entry solution. The bespoke design needed marine grade wood and only so many knots within the wood were approved; any more than three knots and the piece of wood was rejected. As wood is a natural material, there is no control over its appearance, resulting in a challenge which Boon Edam's experts managed to successfully deliver on throughout the project.

It was hugely important that the entrance blended seamlessly with the exterior of the building and interior design of the lobby. The original requirement was for an all glass automatic door with no sensors and buffers. Boon Edam's team worked closely with the architect to ensure an entry solution that would not only meet the aesthetic expectations, but also adhere to the legal requirements and health and safety legislation's. It was decided that the most suitable option was to install a manual Crystal Tourniket door rather than an automatic, to remove the sensors and buffers which did not meet the architect's specification.



“Security was a key feature at the Berkeley Hotel. Ensuring the features designed within the entrance were there but hidden out of sight creating an elegant, seamless finish.”

#### ADDITIONAL FEATURES FOR A BESPOKE ENTRANCE

The security features included manual and remote locking, with all door mechanisms installed very discreetly to preserve the minimal appearance; all nuts and bolts were hidden away to maintain the sleek design of the door. When unlocked, the door gives no indication that a lock is integrated into the design. A thick grade of stainless steel was used for the revolving door, with a shot peened finish to create an elegant look. The end result was a matte finish meaning fingerprints are difficult to detect, enabling the door to remain pristine at all times.

The Berkeley Hotel is now home to a grand lobby entrance provided by Boon Edam, which utilises natural wood in the drum wall of the Crystal Tourniket revolving door to provide guests with a warm and elegant welcome. In combination with the all-glass door set and modern lighting, the bespoke solution truly reflects the prestigious Berkeley Hotel brand.





## CHICK-FIL-A.

Chick-fil-A restaurant, located in historic Cameron Village in Raleigh, NC, has “broken the mold” of its typical store design and installed a Boon Edam manual revolving door as the main entrance to the restaurant. Cameron Village was the first planned community to be developed in Raleigh, North Carolina. The development was started in 1947 when J.W. York and R.A. Bryan bought 158 acres of undeveloped land two miles west of downtown Raleigh, near the North Carolina State University campus. The “village” was to consist of a shopping center, apartments, and single family homes.

### A UNIQUELY DESIGNED ENTRANCE TO WELCOME DINERS

The distinctive Chick-fil-A restaurant features outdoor dining at street level and on a second story patio with a view of the Raleigh skyline. The store also has a large atrium and a two-lane drive-thru. Generously proportioned walkways converge on the southwest corner of the building, leading up to a Boon Edam Touniket manual revolving door. “We’ve got restaurants now in 42 states across America, and I can tell you, there’s only one Cameron Village. It is distinctive and special,” said John Featherston, Senior Director, New Ventures, Chick-fil-A, Inc. The Cameron Village Chick-fil-A has been a passion for Featherston for over 10 years.

“This was not going to be a prototypical design for us in any way. Cameron Village is unique, so our restaurant needed to be unique as well. Americans are increasingly choosing to live in mixed-use, urban settings. We needed a building to fit the style, heritage, and history of this special place.”

## CHALLENGE

Create a unique, inviting restaurant design to fit the style, heritage and history of Cameron Village, a planned community with urban sophistication in Raleigh, NC.

## SOLUTION

- Install a revolving door at the main entrance to create an intuitively welcoming premium point of entry for pedestrians.

## BENEFITS

- Intuitive entrance invites pedestrians into the restaurant
- Elevation of the brand with the use of a sophisticated entrance design
- Maximise use of comfortable floor space for patron dining
- Minimise air infiltration in all seasons



## AN INSPIRING ENTRANCE CHARACTERISING QUALITY FOOD AND SERVICE

Why did Featherston and his team choose a Boon Edam revolving door for the entrance to their new design?

"The restaurant had to be designed to be inviting to pedestrians, those using the drive-through and people parking and coming in. With the positioning of the building and the entrance it was our hope to become a gathering place for Cameron Village. In our view, nothing says we're ready for you more than a revolving door—it conveys volume and urban sophistication...it says, 'You are welcome to walk into our restaurant.'"

The desired outcome for the new structure was for it to appear to be an original building that had been repurposed. Featherston continued, "We aspire for our brand to be characterised by the quality of both food and service. This Cameron Village building is how we already thought about Chick-fil-A."

In many ways, the building is unique in its loveliness, but it goes even beyond the characteristics of the brand prior to occupying a space like this one." "The best design is intuitive. You can have a sign that says 'Welcome' and that's Okay, but an entrance should be intuitive like this design and our revolving door. The Boon Edam entrance has fit perfectly with our design concept, and it has exceeded our expectations," Featherston concluded.



# OUR REACH IS GLOBAL.

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We have been in business for more than 140 years manufacturing premium aesthetic and security entrance solutions in the Netherlands, United States of America and China. We can confidently say that we cover every corner of the globe with subsidiary companies in major cities across the globe. Furthermore our global export division not only partner with our distributors, but also offer direct sales and service to every territory. This wide net allows us to have a strong global footprint as well as a personal grasp of local markets and their unique entry requirements.

To find your closest Boon Edam expert, please go to:

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