

ZEN LEAF - LOMBARD

- LOMBARD, ILLINOIS, USA

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Nawkaw[®]
ARCHITECTURAL FINISHES INSPIRED BY ART & SCIENCE



THE CHALLENGE

When cannabis dispensary Zen Leaf looked to expand into the Illinois market in 2020, project managers needed to preserve the customer experience in newly opened locations. This was an issue particularly for a planned location in Lombard, Illinois, where an existing building had been purchased for renovation.

Zen Leaf project managers needed to bring the visual language of their brand to Lombard—but the existing red brick on the new location's façade presented a unique challenge. Not only did the red brick façade need to be changed, but it needed to match the exact colors approved by Zen Leaf for use across their locations.

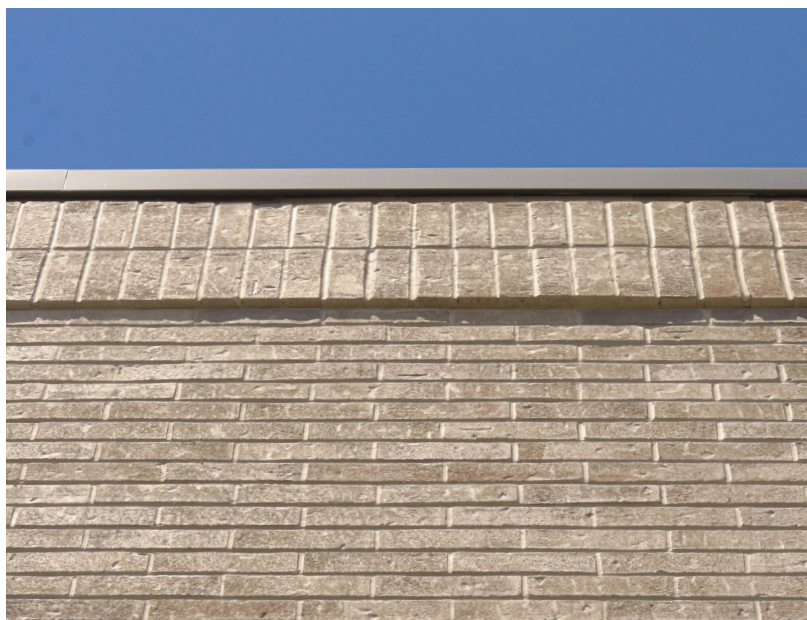
Furthermore, managers wanted a distinguished range of brand colors across the masonry surface without masking the texture already present, ruling out the use of simpler solutions. With other Zen Leaf locations opening all across metro Chicago simultaneously, there was little room for error.

THE SOLUTION

Project managers called in the color experts at Nawkaw to create a range of hues across the individual bricks at the Lombard location.

Using internal technology, Nawkaw was able to create the desired color in NawTone acrylic stain, which, once approved, was applied by certified Stain Technicians brick-by-brick. The end result matched the other exterior work completed on the project and revitalized the existing property's exterior with color that will not peel, chip, or fade away.

Nawkaw's color matching technology on vertical concrete, masonry, and similar substrates was also put to work across other Zen Leaf locations in the surrounding area. Today, Zen Leaf has successfully brought their store concept to Illinois with the aid of Nawkaw stain services—with room to continue to grow!



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