

BRINGING A VISION FOUNDED ON GOOD FOOD, TO LIFE



“We’ve created a space that shows our passion for our Italian food and our customers.” - Marco De Luca



Winnipeg, Manitoba, Canada

For over 50 years, the four De Luca brothers have been paying homage to their family’s Italian heritage in the humblest of ways: food. Founded in 1968 as a neighbourhood grocery store and restaurant in Winnipeg, Manitoba, the company has become a perfect example of entrepreneurial spirit.

The brothers are the province’s foremost purveyors of specialty Italian foods through their catering business, cooking studio, and, of course, grocery store and restaurant. They also operate a wholesale distribution business of private label products that ships to western and central Canada, the US Midwest and international customers.

When De Luca’s needed a new building to house their entire business operations, they envisioned an elegant, practical, dramatic design that would also welcome their catering, retail and restaurant customers in search of a taste of Italy. From below the foundation to the roof, Plasti-Fab® would help the project manager deliver on that vision for the new home of De Luca’s.

DRAMATIC YET ENERGY EFFICIENT

For Fred Peters, owner of Morris Build-All and the project manager, the only choice for external walls that reached 53 feet high was Plasti-Fab’s Advantage ICF System®. More energy efficient than conventional construction, it also has a sound transmission (STC) rating of 50+ for the fire separation wall between the mechanical and office area, making it quieter inside for customers and staff. The product’s unique tab alignments and interlocking capabilities allow for quick installation – a huge benefit for the contractors who worked in temperatures that reached -30C at one point.

Though Advantage ICF is energy efficient on its own (R23.3), installing Plasti-Fab PlastiSpan® insulation over the exterior surface added additional energy efficiency. A continuous one-inch thickness of PlastiSpan insulation was easily added over the Advantage ICF System wall to increase the R-value to R-27, making the De Luca building “about as energy efficient as you’re going to get” says Peters.

Keeping the ingredients that let De Luca’s capture that precious homemade taste at the right temperature is essential to quality not to mention a regulated requirement. To accomplish that, PlastiSpan® 25 insulation was used





underslab for their cooler and freezer floors while providing the required higher compressive resistance for the entire 32,000 sq ft structure.

Due to the expansive types of soil in the Winnipeg area, a compressible fill material was required to accommodate expected soil movement. Plasti-Fab GeoSpan® compressible fill material was used below all pile caps and footings.

Finally, PlastiSpan insulation was used to insulate the roof. Says Corey Bourne, the Plasti-Fab sales rep who worked closely with Peters on the project, "Once Fred showed us the roof design we were able to quickly do a layout and supply PlastiSpan's sloped roofing package."

ITS ABOUT WHAT THE CUSTOMER NEEDS

There were several benefits to using Plasti-Fab products throughout the entire building. Advantage ICF's structural capabilities ensured the clean-lined, modern design could come to life, and the combined R-values will keep the inside

temperature comfortable no matter what Mother Nature offered outside.

As the project manager, Peters saw many upsides to using Plasti-Fab. When it came to delivering product as needed, onsite, Plasti-Fab lived up to their excellent reputation for service. "We appreciated Corey was on site every week to provide his expertise." Using one company also meant Peters had a one-stop shop which lessened project management headaches. But perhaps most importantly, he had a team of product experts at his side whose interest in the project matched his own.

From Bourne's perspective, that's exactly how it should be. "In the end, it's about providing what the customer needs. And whether that customer is Fred, his customer the De Luca brothers - or their Italian food-loving customers - that's most important to the Plasti-Fab team."

