



Case Study



White City M&S
Phase 1, W12

“Sapphire are the industry leaders in pre-fabricated balconies and as such, this project went very well for us.”



White City M&S Phase 1, W12

Client: St. James

Contractor: Feldhaus Fenster + Fassaden

Architect: Stockwool Architects

Location: White City, London

Balconies: 342

Situated in the northern part of Shepherd's Bush, Hammersmith, White City is home to many cherished London institutions. Television Centre (formerly the headquarters of the BBC), Queens Park Rangers football ground and the grounds of the 1908 London Summer Olympics all have their roots in White City. In the years since, Imperial College London has opened an innovation hub in the area and White City maintains its status as one of London's most notable suburbs.



Challenge

Situated in the northern part of Shepherd's Bush, Hammersmith, White City is home to many cherished London institutions. Television Centre (formerly the headquarters of the BBC), Queens Park Rangers football ground and the grounds of the 1908 London Summer Olympics all have their roots in White City. In the years since, Imperial College London has opened an innovation hub in the area and White City maintains its status as one of London's most notable suburbs.



Solution

Whilst a huge new project and intricate façade detailing may have been challenging, they were not impossible challenges to overcome. Feedback from the supply chain mentioned that not only did we deliver most of our balconies rigid, ready and right the first time, but we also communicated well and frequently. Once the supply chain became familiar with our Passport system, the process of the installation became much simpler for them. We had reports that the anchors were on par with the best in the industry and that offsite manufacture and storage helped a great deal – with delays on the project, keeping the balconies in storage for an extra 6 months was a huge positive.

Rigid.Ready.Right.

Step 1

Cast in anchors were cast into the slab & incorporated thermal break connections offering superior rigidity to the balconies.

Step 2

Cassette® balconies were preassembled offsite, including the balustrades, decking & soffits.

Step 3

Cassette® balconies were transported with balconies 'nested' onto each pallet making transport both cost effective & safe. Balconies were pre-slung offsite ready for installation upon arrival.

Step 4

Once lifted into position, the Cassettes® simply Glide-On™ to the pre-erected support arms, before completing the simple mechanical fixings.





NBS Specification

White City M&S Phase 1, W12

Manufacturer: Sapphire Balconies Ltd, 11 Arkwright Road, Reading, RG2 0LU
0344 88 00 553
sales@sapphire.eu.com
<https://balconies.global/>

Reference: Glide-On™ aluminium Cassette® balconies with Crystal® frameless, structural glass

Balcony anchor: Cast-in anchors incorporating thermal breaks

Arms: 2-piece galvanised steel

Cassette® structure: Standard 400mm modular Glide-On™ Cassette® balconies

Soffits: Polyester powder coated aluminium controlled draining soffits

Deck finish: Enjura WPC composite decking fixed with hidden clips

Toprail: 22 x 22mm (nominal) 'U' shaped satin anodised aluminium capping to top of glass

Guarding: 21.5mm clear toughened laminated structural glass panels PVB interlayer clear or with metal mesh pattern laminated into the glass

Base fixing: Mechanically fixed to Cassette®

Fascias Polyester powder coated aluminium fascia trim to conceal glass fixings/edge of balcony frame



LIVE IN THE
HEART
OF THE NEW
WHEELING CITY



GREEN VIEW
COLLECTION



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