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For Immediate Release

Birdair to provide unique ETFE film for new Atlanta stadium

[Birdair](#) has been selected as the specialty contractor for the roof pillow system and facade solution for the [new Atlanta stadium](#). The new state-of-the-art facility, set to open in 2017, will be home to the NFL's Atlanta Falcons and MLS Atlanta, and will host concerts, conventions and other marquee sports and entertainment events.

The stadium's retractable roof consists of three layered ETFE roof pillows on eight petals that retract, similar to a camera lens. Additionally, the façade will feature a single ETFE skin supported by a cable net system. The design requires approximately 135,000 square feet of triple-layered ETFE pillows and air inflation system and approximately 165,000 square feet of vertical single-layered ETFE film and cable net. The roof will create an outdoor feel, allowing in natural sunlight when the weather is pleasant, and will protect players and fans during inclement weather.

The project team selected Birdair because of the company's tensile architecture expertise, construction skill and unique ETFE film.

The next-generation roofing material, [ETFE Film](#) (ethylene tetrafluoroethylene), was chosen for a variety of reasons including aesthetics, performance and sustainability. One of the most lightweight and transparent cladding materials available, ETFE is a perfect application for roofing and façade construction. The transparency of the ETFE membrane allows daylight to flow into the space below while also providing cover. The film is UV transparent so exposure to UV won't discolor or structurally weaken the film. In addition, due to the inert nature of its surface, it resists adhesion of airborne pollutants, dust, dirt and chemicals.

ETFE can be used in either single or multiple-layered applications. The new Atlanta Stadium project utilizes a three-layer application, known as a cushion system, where a pneumatic system

maintains air between the layers of film that are attached in aluminum extrusions as well as a single-layer application reinforced with a cable net for the facade.

Since 1975, Birdair has installed fabric retractable roof systems for ten NFL stadiums. [University of Phoenix Stadium](#), recent host of Super Bowl XLIX and home to the Arizona Cardinals features a retractable Birdair PTFE fiberglass membrane roof.

***About Birdair:** Birdair, Inc. is the leading specialty design build contractor of custom tensile structures throughout the world. In addition to pre-construction services such as design assistance, budgeting, construction methodologies and project scheduling, Birdair provides design-build solutions in all aspects of project design, fabrication, installation and maintenance. The company offers a selection of architectural fabric membranes, including PTFE fiberglass, ETFE film, PVC and Tensotherm™, an insulated tensioned membrane system. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, [like us on Facebook](#), call 1-800-622-2246 or visit www.birdair.com.*

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