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**For Immediate Release**

## **Plaza Las Américas Welcomes Shoppers with Tensile Roofing From Birdair, Inc.**

*PTFE Lends Distinct Look and Functionality to Mexico Shopping Center*

Plaza Las Américas, a shopping mall in Morelia, Michoacan, Mexico, now features a custom tensile membrane structure. Birdair, Inc. fabricated the membrane as well as provided technical supervision during the installation. This true tension PTFE fiberglass membrane structure features a cable-supported “flying sails” design with supporting steel masts.

The PTFE fiberglass membrane roof covers the mall’s outdoor food court and creates a unique focal point for the shopping destination. The structure can be seen from outside with the PTFE membrane sails jutting out from the second floor and extending over the mall’s first floor terrace. The masts were custom designed and high strength cables were used to provide its characteristic shape creating a signature look for the shopping mall and also the town of Morelia.

The tensile roof structure is made from 12,700 square-feet of PTFE, a Teflon®-coated woven fiberglass membrane. This provides shoppers with shade and protection from inclement weather. Natural daylight also filters through to create a comfortable atmosphere

“An engineering challenge indeed, the flying sail design compliments the existing structure and makes a dramatic first impression to visitors and passersby,” says Hector Perez, Business Development Manager for Birdair. “The PTFE material is easy to maintain, and its translucency provides natural light for the space underneath.”

PTFE is capable of withstanding temperatures from minus 100 F to 500 F. It is also unaffected by UV rays, waterproof, and non-combustible. The fabric membrane is long-lasting, durable and requires minimal maintenance to retain its pristine appearance.

Plaza Las Américas, known to locals as Espacio Las Américas, was the first fashion mall in the area. It is operated by Citelis, a real estate development company based in Morelia. Plaza Las Américas is supported by Cinopolis, the largest movie theater chain in Latin America with headquarters in Morelia. The structure honors the dedication and efforts of Cinopolis and Citelis to exalt the beautiful city of Morelia.

Other members of the project team include owner Plaza Las Americas by Citelis, Morelia, Michoacan, Mexico and architect Interdisenos, Mexico City, Mexico.

As a full-service specialty contractor, Birdair offers complete design-build solutions, and has completed more than 1,200 tensile architecture installations worldwide. Learn more at [www.birdair.com](http://www.birdair.com).

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### ***About Birdair***

*Birdair, Inc. is the leading specialty 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](http://www.birdair.com).*

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