

BANKER WIRE MAKES FASHION STATEMENT AT FLAGSHIP FRYE STORE

Boots Displayed on Woven Wire Mesh

MUKWONAGO, WI—JANUARY 24, 2014—The Frye Company prides itself on the careful construction and style of its products. At their New York flagship store, displays made from Banker Wire mesh meet Frye's high design and craftsmanship standards, as they provide unique showcases for the company's shoes and leather goods.

Established in 1863, the Frye Company is the oldest continuously operating bootmaker in the United States. Its 6,000-square-foot flagship store in New York City, designed by New York-based architectural firm AvroKO, occupies a century-old cast-iron factory. When Frye moved into the space, designers aimed to aesthetically recognize its history, while creating displays that match the high craftsmanship of Frye products.

With a lengthy history of its own and a commitment to superior workmanship, Banker Wire was selected to provide woven wire mesh for the store's displays. The display shelves are wrapped on three sides with plain crimp wire mesh in brass. The wire mesh offers a unique industrial quality – acknowledging the space's history as a factory – while also providing a bright luster and glow that complement the rich colors of the store's design and the Frye leather goods.

"We thought this was the kind of space a skilled craftsperson would have built over 100 years ago, around the time the Frye Boot Company was created," said Greg Bradshaw, partner at AvroKO. "We chose Banker Wire because the quality of the mesh was quite good, and we like the selection of mesh sizes. The client was very happy, and the mesh looks lovely in the space."

AvroKO regularly works with wire mesh, appreciating the design possibilities of its geometric patterns. Merchandise can be seen through the P-286 pattern they selected for the Frye store, allowing for open sight lines throughout the room.

"Wire mesh adds a unique aesthetic appeal," says Harrison Horan, Vice President of Banker Wire. "Because the opacity of the mesh changes with the viewer's angle of sight, wire mesh can simultaneously provide both a feeling of separation and openness, which is exactly the goal in so many architectural projects."

The use of Banker Wire mesh helped AvroKO acquire enough LEED points to earn platinum certification for the Frye store. It is composed of 80 to 85 percent post-consumer and 13 to 18 percent pre-consumer recycled steel. The weave was produced in a low-energy, cold-forming process in a plant that was illuminated with ample natural daylight and energy-efficient lighting.

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About Banker Wire

Banker Wire is the world's leading manufacturer of woven and welded wire mesh for architectural and industrial applications. With the most modern and productive mill in the U.S., Banker Wire provides custom-woven material for any aesthetic on any scale – from intricate design highlights to expansive building facades. Founded in 1896, Banker Wire's manufacturing expertise has been refined for more than a century, bringing unmatched customization, quality, and service to customers. State-of-the-art grid welding equipment provides a wide variety of wire alloy, spacing and diameter configurations, trimmed or untrimmed. For more information visit www.bankerwire.com.

About Architectural Woven Wire Mesh

Pre-crimped woven wire mesh is constructed of individual wires that are crimped prior to being woven together on a loom. Pre-crimping the wires provides a much higher degree of control during the weaving process. This allows for far more intricate and interesting patterns, as well as unique customization, to meet the vision of the designer. Banker Wire has refined and innovated its crimping process more than any other manufacturer, delivering more than 8,000 different spacing, diameter, and crimp combinations, plus endless customization options. As a result, Banker can make any woven wire mesh pattern imaginable – manufactured to specify for any project type.

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