

EnduroShield

Up to 90% Less Cleaning

ENDUROSIELD PROJECT: ONE WORLD TRADE CENTER (FREEDOM TOWER) NYC, USA

The One World Trade Center (Previously known as FREEDOM TOWER) is the primary building of the new complex built on the site of the former World Trade Center in Lower Manhattan, New York City, New York. The 104-story super tall skyscraper stands on the northwest corner of the 16 acres (6.5 ha) World Trade Center site, occupying the location of what used to be the original 6 World Trade Center.

On May 10, 2013, the final component of the antenna was installed atop the skyscraper, tentatively making the Tower the tallest building in the Western Hemisphere, and the third-tallest building in the world by pinnacle height. Commemorating the year of the United States Declaration of Independence, the antenna reaches the symbolic height of 1,776 feet.

On March 30, 2009, the Port Authority of New York and New Jersey confirmed that the building will be known by its legal name, One World Trade Center, rather than the colloquial name, The Freedom Tower. The construction is part of an effort to memorialize and rebuild after the destruction of the original World Trade Center complex during the terrorist attacks of September 11, 2001.

Application

Oldcastle BuildingEnvelope (OBE), the largest glass processor in North America, supplied the high end glass panels of the buildings 408-foot, 758 ton spire. OBE put forward and received approval to apply the EnduroShield glass treatment to the exterior side of the glass panels of the Spire which will also be utilized as a world-class broadcast antenna.

The EnduroShield glass treatment was sprayed onto the glass panels in factory by OBE before glass was installed into the antennas steel frame structure. EnduroShield chemically bonds to the glass substrate turning the glass into a high performance, hydrophobic surface, and protecting the surface against staining and etching.

About EnduroShield

EnduroShield is the smart choice for exterior glass surfaces - providing a permanent*, ultra-thin, transparent coating that completely adheres to the glass surface. The coating provides a reduction of both the frequency and the time spent cleaning.

Developed with cutting edge nanotechnology, the coating is applied by many of the world's leading glass companies and is an official partner to Lisec Corporation, the world's largest manufacturer of high-tech production lines for the glass industry.

*Independently tested and certified by TÜV Rheinland, Germany for durability to simulate a lifetime of 10 years on interior and exterior use.



- Easy to clean
- Durability tested



**It's Easy To Be Green
With EnduroShield**



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