

BMW Group Plant

Araquari, Brazil

BarChip Inc.

The Synthetic Fibre Experts



BarChip was used as the primary reinforcement in BMW's ~55,000m² assembly plant.

- Location: Araquari, Santa Catarina, Brazil
- Completed: 2014
- Built Area: 113,000m²
- Project Type: Automotive Manufacturing Facility
- Construction Method: Lean construction and precast concrete systems
- Key Contractors: Concremat Engenharia e Tecnologia and Perville Engenharia

The BMW Group Plant Araquari was BMW's first automotive manufacturing facility in South America and one of Brazil's most rapidly delivered industrial construction projects at the time.

Delivered using lean construction methodologies, BIM coordination and precast concrete systems, the project focused on accelerating construction, reducing labour requirements and improving overall project efficiency.

BarChip macro synthetic fibre reinforcement was used in the industrial flooring works to support the project's fast-track construction programme. By eliminating the need for traditional steel mesh placement in large floor areas, BarChip helped simplify construction logistics, reduce site movements and improve installation efficiency.



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ENVIRONMENTAL PRODUCT DECLARATION

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