



Challenge Service Stations

New Zealand

As a newcomer to New Zealand's petroleum market, Challenge was looking for a distinctive look for its new service stations that was low-key and modern yet would stand the test of time and give the new brand a high profile from the outset. The company also wanted the first ten stations completed within three months.

The largest structure at each of the service stations is a white fabric canopy over the pump islands, which was manufactured and installed by Structurflex. Each canopy is supported by a lightweight tubular steel frame which has tensioned fabric attached to a perimeter truss, forming four clearly recognisable peaks.

The white PVC fabric allows transmission of around 12 percent of the light to produce a soft, even light below it during the day, sufficient to eliminate the need for artificial lighting. This gives customers the feeling of being in the open air, while still protecting them from both the sun and the rain.

At night concealed lights projected upwards reflect off the fabric, enhancing the conical shapes and creating a striking and distinctive glowing structure. The tension membrane's benefit as a reflective background for artificial light keeps the forecourt bright while significantly reducing the lighting requirements.

Structurflex installed each structure in just three days which was an important factor with such a demanding building schedule. In total 18 Challenge service stations have been built throughout New Zealand, and in each case the tension membrane acts as more than just a functional and aesthetic roof structure – it has become a powerful marketing tool for the Challenge brand turning the company's service stations into distinctive, and easily recognisable landmarks.

