

Press Release

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YOU CAN BET ON MASTERTOP® POSTER FLOORING

Degussa Construction Chemicals (UK), Stand 128, Surface Design Show

When William Hill Bookmakers wanted a state of the art design for the interior of its outlet in Glasgow, the company decided to use the **MASTERTOP® Design Art Poster (DAP)** flooring system from Degussa Construction Chemicals. The company chose two purpose-made images: a football and a roulette wheel, in keeping with the sport and gambling theme of the premises. Both these designs are three metres in diameter, with the roulette wheel a semicircular motif that is



echoed with a continuation of the wheel design on the wall.



The versatile **MASTERTOP® DAP** system is available in a standard range, but can be customised to incorporate any design suggestions, including graphics and logos, making it the perfect choice for the creation of the football and roulette icons for William Hill. The images are printed on high quality film and are self adhesive, ensuring that they are easily adjustable to simplify exact positioning. They are then sealed with a clear body coat, which gives the impression of depth to the finished floor.

In a new concept, this is the first William Hill premises to be styled in this way. The flooring design was installed by Leeds-based Fresco Interiors in just four days. The eye-catching themed designs were easy to apply and the results speak for themselves. Ron Stanley, Contracts Director of Fresco, said: "The contract went exactly as planned, the materials were really good to use and I think the result is excellent." All in all, a winning design.

For more information on **MASTERTOP® DAP**, contact Degussa Construction Chemicals (UK), 19 Broad Ground Road, Lakeside, Redditch, Worcester, B98 8PY, Tel: 01527 505103, Fax: 01527 510299.

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