



## **Flowcrete Signs up to African Deal**

Cheshire-based Flowcrete Group plc has opened up the gateway for growth in Africa with the acquisition of a major player in the flooring industry.

Flowcrete has acquired Ivory Industrials, South Africa's largest and longest established resin flooring company.

Ivory Industrials Pty Ltd has a turnover of eight million euros and has factories in both Durban and Johannesburg producing products sold across Southern and sub Saharan Africa.

The new deal further strengthens Flowcrete's mission of global leadership in the specialist resin flooring industry.

With its headquarters in Sandbach, Cheshire, Flowcrete manufactures specialist industrial flooring, seamless terrazzo, decorative resin flooring, self leveling floor screeds, underfloor heating, corrosion protection and car park deck waterproofing systems.

Under another international deal completed three years ago, Flowcrete doubled its size with the acquisition of Swedish-based resin flooring manufacturer, Perstorp Construction Chemicals.

The company has also made major moves into both the Chinese and American markets and now sees Africa as an area with considerable development potential.

Flowcrete has 26 offices worldwide with manufacturing plants in the UK, USA, Malaysia, Sweden, Belgium and Brazil, as well as South Africa.

Since Flowcrete was launched in 1982, the company has undertaken some of the world's largest and most prestigious flooring projects. Current turnover stands at 45 million Euros.

The company's founder is the 2003 Veuve Clicquot Business Woman of the Year, Dawn Gibbins MBE.

Mark Greaves, Managing Director of Flowcrete Group said: "We are delighted to have made this acquisition.

"We already have an office and manufacturing centre in South Africa and this deal will enable us to further strengthen our presence there.

"The country is a strategic location within our global plan for expansion and we hope it will provide exciting growth opportunities."

**ENDS**



## Press Release

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### **Notes to editors**

The Flowcrete Group plc is a market leader in specialist industrial flooring, seamless terrazzo flooring, decorative resin flooring, specialist floor screeds, underfloor heating, corrosion protection and car park deck waterproofing. Flowcrete has 26 offices worldwide with manufacturing plants in the UK, the US, Malaysia, Sweden, Belgium, South Africa and Brazil.

For further information please contact our UK Public Relations Team on 01270 753000 or email: [racheld@flowcrete.com](mailto:racheld@flowcrete.com) or [ross@flowcrete.com](mailto:ross@flowcrete.com).

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