

PRESS RELEASE

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Flowcrete Launches Video Guide For Retail Sector

Flowcrete floors in retail environments are featured in a new webfilm, designed to give specifiers the complete picture of the UK flooring manufacturer's range and service delivery for the sector.

Available to view at www.youtube.com/user/flowcretetv this latest video highlights the company's wide-ranging systems for the industry, and their suitability for all retail areas from shopping malls to supermarkets and car parks to service areas.

Viewers can see sparkling and shimmering floors of all hues including Kristalina, which delivers strong colours and a sparkling finish for the ultimate in style underfoot.

Flowcrete's unique Floorzone concept is also featured, which incorporates Flowcrete's Isocrete screed and Acoustic K soundproofing, Isowarm underfloor heating and seamless decorative floor finish. The system is all designed and supplied by Flowcrete - and installed by one of their approved and highly trained contractors.

Other products featured include the luxury seamless terrazzo Mondéco, the stone carpet finish Rustik and world-renowned car park decking system, Deckshield.

The video also highlights Flowcrete's extensive client list in the retail sector – and charts the sustainability features of its flooring systems.

Alan Dean, sales director of Flowcrete, said: "Flowcrete delivers systems with the necessary performance and durability characteristics suitable for retail environments – which also embrace the latest designs, textures, colours and styles required in today's design sector.

“This video demonstrates all the different solutions we offer, in an highly appealing and visual way for specifiers.”

To find out more about Flowcrete’s products visit www.flowcrete.co.uk

Videos can also be found at www.youtube.com/flowcretetv

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Notes to editors

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Flowcrete is a world leader in the supply of specialist flooring for commercial and industrial buildings. With 29 offices worldwide and manufacturing plants globally, Flowcrete’s aim is to transform environments with its innovative specialist flooring products. These include decorative seamless resins, waterproof car park decking, resin terrazzo, seamless anti microbial flooring, corrosion protection, self-levelling cements, underfloor heating and acoustic systems. Flowcrete is using its global expertise to introduce environmentally friendly, hygienic and aesthetically attractive floors to create a better and more sustainable world at our feet.

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