

## Flowcrete Floor Takes The Pressure In Hell's Kitchen II

Flowcrete's new Flowfast Quartz flooring provided a firm platform underfoot as the drama of the recent Hell's Kitchen II unfolded for the television cameras.



Top chefs Gary Rhodes and Christophe Novelli fought it out on floors designed to fit in with the ultra-modern surroundings of the London set.

Hi-Spec Industrial Flooring installed Flowfast in the two kitchens, confession room and corridors within the restaurant, housed in a modernised warehouse in Brick Lane, in the East End of the city.

With Gary Rhodes in the red kitchen and Christophe Novelli in the blue, the floor for each of the areas was based on a light grey, with flecks of red in Gary's

zone and flecks of blue in Christophe's, to highlight the team aspect of the contest.

Hi-Spec Industrial Flooring - which has offices in Carmarthen and Manchester – are the UK licensed applicators for Flowcrete's Flowfast range of fast curing products including decorative quartz and flake floors.

An acrylic methacrylate system, Flowfast has a curing time of less than one hour to receive full foot and vehicular traffic – even when temperatures plunge to minus 25.

Mike Aldrich, a director of Hi-Spec Industrial Flooring, said: "On the set, there was a need to work very quickly to get the job finished.

"Time restraints and the need for other trades to work as soon as possible after we'd been on-site presented a tough challenge.

"Flowfast was excellent and we were very pleased with the outcome. We've installed acrylic methacrylate floors for 11 years and found the Flowcrete product offered excellent curing times, great durability and exceptional bond strength."

Flowcrete's extensive product range within the methacrylate system includes primers and sealers that can be used on damp concrete, metal or tiled surfaces and high temperature areas.





Andrew Gwyther, divisional director of Flowcrete Specialist Flooring, which has recently launched Flowfast onto the UK market, said: "In the kitchens there was a need for exceptional slip-resistance, as well as durability.

"The floor performed exceptionally well throughout the show and coped with people running across it under pressure, as well as dropping pots, pans and hot liquids onto the floor surface. It also looked very attractive and the sheer speed of installation with this product is exceptional. We hope these qualities will ensure the product takes off in the UK."

Food and drink companies across the globe have turned to Flowcrete – which has its head office in Sandbach, Cheshire - for its expertise in hygienic flooring and the company has a portfolio of clients including Diageo, United Biscuits, Northern Foods and Nestlé.

**ENDS**

#### **Notes to editors**

Flowcrete UK Ltd is the UK's 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 22 offices worldwide with manufacturing plants in the UK, the US, Malaysia, Sweden, Belgium, South Africa and Brazil.

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