

PRESS RELEASE

Flowcrete's Pioneering GREEN Floorzone Solution Showcases At Ecobuild

The GREEN Floorzone - Flowcrete UK's revolutionary, single-source flooring package, which sets out to be the most sustainable and complete flooring solution available to specifiers - will be on show at Ecobuild 2012.



Representing years of research and development, The GREEN Floorzone covers every aspect of flooring installation, from substrate through to final floor finish, with the option of underfloor heating and sound-proofing built-in.

The sustainable resin floor finishes include options designed to cope with the rigours of commercial

environments, such as the seamless terrazzo Mondéco Mirrazzo, which can contain over 50 per cent recycled material and Mondéco Crystal Ice, which contains recycled glass and mirrors, reducing the need for lighting.

The GREEN Floorzone also features products from Flowcrete's market-leading and newly enhanced Isocrete Floor Screeds range, given a green makeover with a new formulation free from Ordinary Portland Cement (OPC) and can contain upto 40 per cent recycled materials.

An optional element of The GREEN Floorzone involves installing an Isowarm underfloor heating system, which offers energy efficient savings of up to 30 per cent compared to conventional heating systems.

Isowarm offers targeted, zoned heat, which is located out of sight underfoot, eliminating the risk of burning and freeing up space from the clutter of radiators.

Another optional feature, which represents the first stage of the programme is Isocrete Acoustic Foam, which reduces sound transfer between floors in multi occupancy healthcare environments, again aiding comfort and supporting privacy.

The green performance of all these individual elements is measured in eight key areas; environmental efficiency, recycled content, manufacturing efficiency, transport, installation impact, durability, end of life alternatives and third party verification.

Flowcrete will be on stand S654 at Ecobuild, which takes place on 20 – 22 March at London's ExCEL.

Alan Dean, Managing Director of Flowcrete UK, said: "Ecobuild is the perfect event to showcase the GREEN Floorzone, which heralds a new era in flooring - delivering a choice of products with extensive performance and sustainability credentials as standard.

"We are excited by what we have to offer and we believe it will transform the specification process of flooring systems in the UK and allow architects and specifiers to seamlessly meet the most stringent green construction ratings, such as BREEAM.

“The single source nature of The GREEN Floorzone also offers further sustainability benefits, with all products arriving on site from one source, with no wastage, and just one contractor responsible for the entire installation – all covered by one Flowcrete warranty.”

For more than 30 years, Flowcrete’s systems have been specified by architects and construction professionals for some of the world’s biggest projects.

They have been used extensively in areas including hospitals, airports, stadia, hotels, residential sites, offices, shopping centres, schools, colleges and universities and within this timeframe, millions of square metres of the systems have been installed.

www.flowcrete.co.uk/floorzone-solution/green-floorzone

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Notes To Editors

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Flowcrete UK Ltd, part of Flowcrete Group Ltd, is a world leader in the manufacture of seamless industrial and commercial flooring with international manufacturing facilities in Europe, the Americas, Asia and Africa.

Flowcrete supplies world-class seamless flooring solutions to transform environments across the globe including; decorative seamless resins, waterproof car park deck coating systems, seamless resin terrazzo, durable antimicrobial flooring, corrosion protection, self levelling Isocrete screed underlayments, underfloor heating and sound-proofing acoustic insulation.

Flowcrete’s ambitious and dedicated team is inspired by excellence in people, products and service as well as continual innovation and sustainable growth.

Flowcrete continues to use its global expertise to introduce environmentally friendly, hygienic and aesthetically attractive floors to create a better and more sustainable world.

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