

PRESS RELEASE

Flowcrete Produces Video Guide To Flooring For the Food Industry

UK flooring manufacturer Flowcrete has developed a video to showcase its performance flooring for the food and drink sector.

The webfilm - available at www.youtube.com/flowcretetv - provides useful information on Flowcrete's innovative systems such as Flowfresh, which utilises the natural power of silver to fight problems such as E-Coli and salmonella at ground level.

Flowfresh is designed to meet the unique needs of the industry with features such as a steam cleanable, non-shedding surface, which is slip resistant and hard wearing. The use of silver in the mix, with the Polygiene® additive, also gives the floor the ability to measure up to the stringent hygiene requirements of modern processing environments.

Flowcrete's two-hour flooring concept Flowfast, the ideal flooring choice in the economic downturn for the processing and packaging industry, is also shown in the video.

Flowfast is an ultra fast-track resin system, which is ready for use within just two hours of application.

Such fast installation capability cuts down on the cost of labour and means a manufacturing site can be fully operational after an overnight application programme, delivering significant cost savings.

Other systems shown in the webfilm include Flowcrete's wallcovering Peran WW, and the decorative flooring system Peran STB. Able to cope with high traffic, including trolley and rubber wheeled forklift trucks, Peran STB is quickly installed across a large floor area, and offers a finish that is hygienic and easy to maintain.

Flowcrete director Mark Spindley, said: "As the economy continues to present a challenging environment, it is vital that specifiers choose a fit-for-purpose floor to reduce factors such as cleaning time and installation time.

"This video has been developed to help people see the fantastic products available for this market sector, which will enable them to make informed decisions.

"We have an unrivalled range of functional flooring systems designed to meet the specific needs of the food and drink sector, with features including anti-slip grades, acid and sugar resistance, and the ability to withstand extremes of temperature."

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Flowcrete is a world leader in the supply of specialist flooring for commercial and industrial buildings. With 29 offices 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 antimicrobial 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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Visit us on the web at www.flowcrete.com for global details.

In April 2009, Flowcrete secured the Queen's Award for Enterprise, in the International Trade category.

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