



Shopping Malls



Department Stores



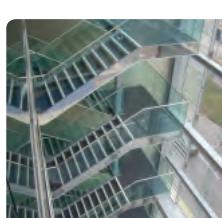
Fashion Boutiques



Supermarkets



Car Parks



Service Areas

TRANSFORMING retail environments



Floorzone Solutions for the Retail Sector

WELCOME TO FLOWCRETE - for the world at your feet

Flowcrete's commitment to exceptional design, technical support and advisory services, from initial enquiry through to installation, is at the heart of our business philosophy. Our global success is driven by our commitment to excellence; excellence in products, excellence in service and excellence in people.

With manufacturing plants across Europe, the Americas, Asia and Africa, a global commercial sales support team and the backing of a major multinational manufacturing group, Flowcrete is well placed as the world's leading performance flooring designer and manufacturer to serve clients in their local markets.

Our fully trained and monitored global network of approved flooring contractors ensures that your project is in safe hands with Flowcrete.

TRANSFORMING retail environments

Combining colour, texture, practicality and design, nothing transforms the retail environment quite like a new floor finish.

Breaking from the mould of conventional floor coverings Flowcrete's seamless resin systems make a bold statement underfoot, delivering a modern infusion of style, durability and comfort while providing a more environmentally sustainable solution than conventional tile, vinyl or carpet finishes.

Our decorative range of commercial flooring is proven to have a positive and memorable effect on the retail experience and is suited to all varieties of retail spaces.

Large-scale shopping centres, department stores and supermarkets as well as high street chains, fashion boutiques and other specialised retail units can all benefit from the performance properties of seamless commercial resins and specialist sub-floor treatments.

Flowcrete's **Floorzone** concept illustrates how a floor can help your retail environment to perform. To discover the complete **Floorzone** solution for the retail environment, step inside...



For more information on Flowcrete UK visit www.barbourproductsearch.info

Miss Sixty, UK.



STARBUCKS

Starbucks Coffee, Hong Kong.



STIMULATING - the retail experience

No matter where we are in the world we desire a visually stimulating retail experience.

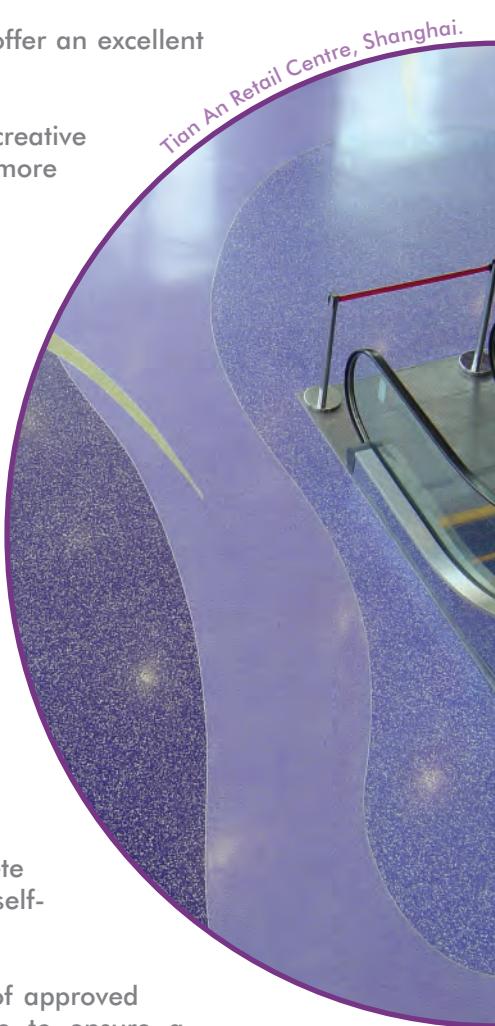
In today's marketplace, a fashionable image can go a long way toward giving a retail outlet the competitive edge; forming a lasting impression on the consumer, encouraging them to browse or even to make a purchase.

After walls, floors are the largest component in an interior design scheme and offer an excellent platform to enhance the overall ambiance of the retail environment.

Flowcrete's **Floorzone** concept has been designed with this in mind; offering a creative mix of colours, textures, finishes and styles that make Flowcrete floors so much more than something to walk over.

Flowcrete's flooring materials meet the needs of retail outlets on a practical level; both easily cleaned and maintained as well as offering excellent abrasion, scratch and wear resistance, Flowcrete's range of seamless floor finishes ensure that the shop floor continues to look its best underfoot.

With added anti-slip properties and non-staining spillage resistance as well as a very low carbon footprint, our flooring solutions are well suited to all varieties of retail applications.



DELIVERING - the Floorzone package

THE FLOORZONE - A choice of decorative floor finishes from Flowcrete alongside a number of sub-floor treatments including fast drying and self-smoothing screeds combined with under floor heating.

APPROVED APPLICATORS - A selected team of approved and licensed flooring applicators on site to ensure a flawless finish for your project.

TECHNICAL SERVICES - A team of Flowcrete experts on hand throughout the duration of your flooring project to assist with any technical enquiries.

VALUE - With systems backed by comprehensive warranties and proven to stand up to the test of time, Flowcrete materials help to reduce life-cycle costs.

ENVIRONMENT - Compared to traditional floor finishes, resin systems from Flowcrete provide an exceptionally low carbon footprint and significantly improve the environmental sustainability of the building in which they are used.



For more information on Flowcrete UK visit www.barbourproductsearch.info





The Floorzone Solution from Flowcrete combines all the flooring needs of the retail environment offering a choice of seamless finishes as well as a number of sub-floor treatments such as underfloor heating and self-smoothing screeds:

Flowcrete Decorative Floor Finishes

Flowcrete offers a range of vibrant shop flooring solutions designed to enhance the retail environment - from seamless terrazzo and sparkling commercial resins through to glossy floor toppings and colourful stone carpets.

Our commercial resin finishes make a bold statement underfoot, offering the necessary flexibility to create bespoke designs and patterns on the floor that really stand out from the crowd.

Isocrete Floor Screeds

Hidden from sight, Flowcrete's range of Isocrete Floor Screeds deliver the necessary sub-floor strength to bring structural integrity and longevity to the retail building.

A number of our Isocrete Floor Screeds contain proprietary additives which enable them to be machine applied to increase installation speeds by up to four times compared with traditional pump and hand applied screed systems.

Isowarm Under Floor Heating

Isowarm Under Floor Heating from Flowcrete delivers invisible, controllable heat to the retail environment. Offering a number of key benefits, including economic cost savings, Isowarm is fully geared up to the specialist needs of the modern construction industry.

Delivering energy efficiency savings of over 20% compared with conventional heating systems Isowarm provides heat where it is needed most – from the ground up.

The Floorzone Solution

DELIVERING - designer flooring

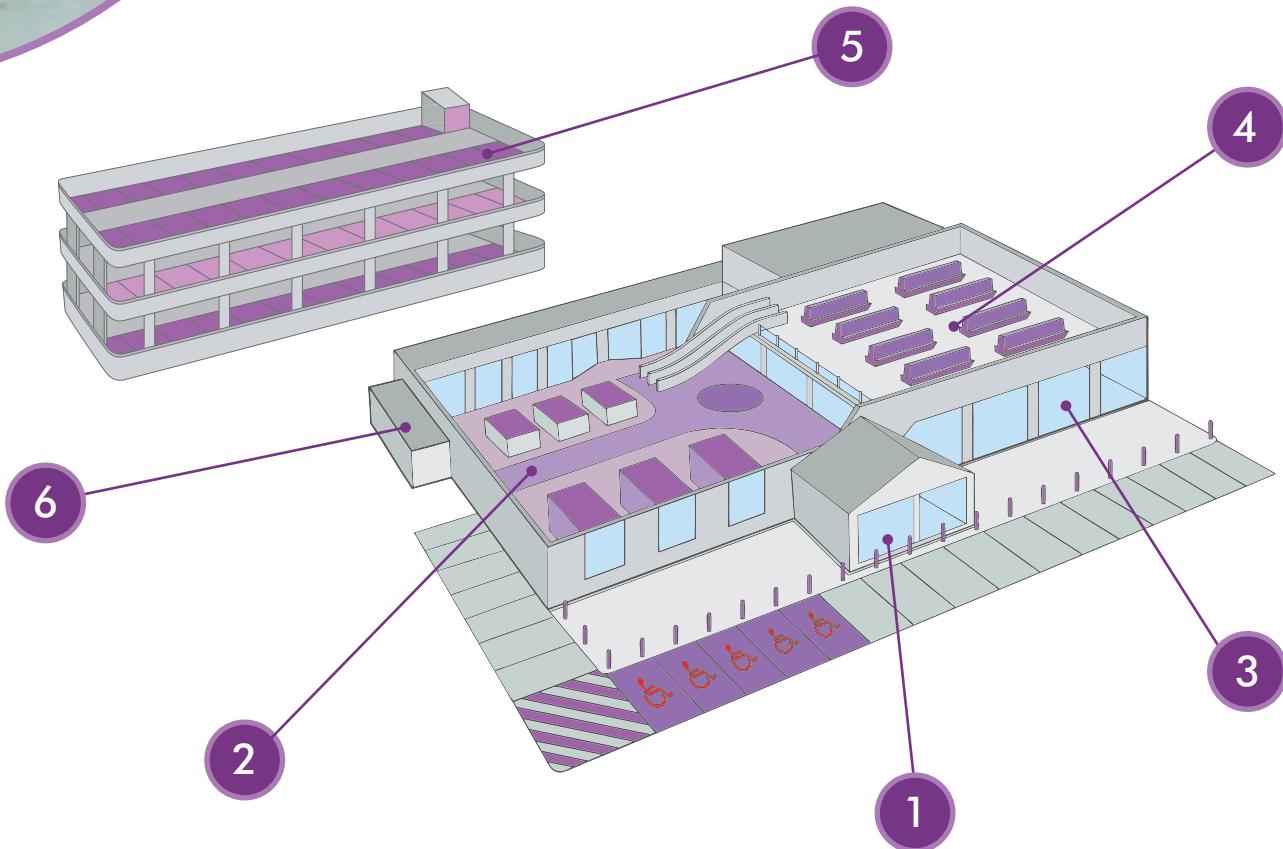


The retail environment takes a number of forms and encompasses a range of specialised zones – all of which require different performance floor finishes.

From entrances and walkways, major concourse and stairwells through to shop floors and food courts, service corridors, maintenance areas and plant rooms or even the outdoor multi-storey car parking facilities. Flowcrete's extensive portfolio of commercial surface products ensures that all areas within the retail environment are catered for with our **Floorzone** package.

Stylish, safe, sustainable and secure – the benefits of our single responsibility **Floorzone** solution make Flowcrete materials an appealing choice when flooring a retail environment.

TRANSFORMING retail environments





Shopping Malls

Entrances and central walkways in large shopping malls require eye-catching floor finishes with extreme wear, scratch and abrasion resistance so as to withstand heavy volumes of foot traffic. Floor finishes from our Mondéco seamless terrazzo range are not only visually stunning but also non-staining and soiling with excellent durability – backed up by a lifetime guarantee.

- Mondéco Classic
- Mondéco Crystal
- Mondéco Exotic

Department Stores

The department store is home to the most sought-after goods on the high street - which explains its popularity. Flowcrete's range of cement-based Isocrete sub-floor treatments delivers the Category A strength needed for high traffic areas. Isocrete Floor Screeds can be installed on the fast-track and overlaid with a host of floor coverings including vinyl, wood, carpet and resin.

- Isocrete K-Screed
- Isocrete Fast K-Screed

Fashion Boutiques

Let your floor make a bold statement about your style underfoot with a contemporary resin floor finish from Flowcrete. With an unlimited palette of colours, a number of sparkling, glittering and high gloss finishes along with the necessary flexibility to create bespoke designs and patterns on the surface of the floor our commercial surface products are second to none.

- Peran SL
- Peran SL Fruity
- Kristalina
- Rustik Glamourstone

Supermarkets

Supermarkets are industrial retail environments requiring strong performance flooring that can be installed with minimal disruption to trade, making Flowfast, the two hour flooring concept from Flowcrete, ideal. With the capacity to install over 'green' concrete as well as overnight, Flowfast delivers a striking surface with industrial strength performance that is ready to use just hours after application.

- Flowfast Quartz
- Flowfast Terroso

Car Parks

First impressions count and as the car park is often the first point of contact for visitors it's here that the retail experience begins. Deckshield car park decking from Flowcrete not only visually improves the appearance of car parks but protects and waterproofs the structure whilst having a highly accredited fire rating and boasting excellent wear resistance and is available in a range of welcoming colours.

- Deckshield ED
- Deckshield ID

Service Areas

Maintenance areas, service corridors, plant rooms, staff breakout areas and kitchens all play a big role in keeping the retail environment moving. Flowcrete offers a number of industrial floor coatings and systems suitable for use in back-of-house service areas that are able to meet a host of performance criteria.

- Flowcoat SF41
- Flowshield Quartz
- Peran STB

ENVIRONMENTAL - protection

The Flowcrete Group is committed to developing our operations in a sustainable manner and has a holistic approach to producing environmentally friendly flooring materials and using our planet's resources responsibly. Our Floorzone concept has been designed with this in mind and offers a number of pro-active environmental benefits:

Air Quality

Flowcrete's flooring systems meet high environmental standards with low percentage emissions of volatile organic compounds (VOC's), particularly when compared with traditional commercial floor coverings such as tiles, vinyl, paint or carpet.

Acoustic Insulation

Our latest innovation, Isocrete Acoustic K - a sub-floor soundproofing system that complies with Approved Document E of the 2003 Building Regulations, reduces noise levels in multi-storey spaces and absorbs sound generated from foot traffic

Energy Efficiency

Flowcrete's IsoWARM Under Floor Heating ensures thermal comfort integrity by delivering invisible and controllable heat combined with energy savings of over 20% when compared to traditional heating systems such as radiators or air conditioning.

Materials Reuse

Flowcrete has reintroduced a number of recycled products from heavy industry waste streams back into its manufacturing process including pulverised fuel ash (PFA), ground granulated blast furnace slag (ggbfs), recycled glass aggregate and even mirrors to support our drive toward producing cradle-to-cradle flooring solutions.

Light Reflectivity

Our seamless terrazzo range, Mondéco, contains recycled crystal mirror-glass aggregates and has been designed to reduce the need for artificial strip and spotlighting as a result of inbuilt light reflective properties. In addition, our Deckshield car park decking offers similar reflectivity advantages as those provided by the use of asphalt.

Waste and Packaging

Wherever possible Flowcrete supplies materials in bulk using re-usable UN Certified intermediate bulk containers (IBC's) or recyclable drum containers in favour of full-pack systems to reduce the quantity of non-reusable packaging and waste generated as a result of our operations.

Flowcrete recognises that adopting a sustainable approach across all aspects of our operations throughout the world is the only way that we can truly improve our Company's contribution to a sustainable world. By doing so, Flowcrete's contribution to environmental protection, social advancement and economic prosperity will be significant and tangible.

TRANSFORMING environments



The Festival Centre Shopping Mall, UAE.

Showcasing an exciting selection of retailers, an international gourmet culture and a world-class entertainment retreat, the Festival Centre is a breathtaking mixed-use leisure complex privately owned by the local Al-Futtaim Real Estate Group. The Festival Centre totals 2.8 million square feet of leasable space, with over 600 shops including 25 flagship stores and over 100 restaurants.

A total area of 120,000m², including all main public areas as well as maintenance zones, has been screeded using Flowcrete's high strength Isocrete K-Screed. The reduced water content of the screed system provided added strength and durability, eliminating the cracking and debonding that can occur with conventional sand/cement substrates. The fast-curing, quick-drying properties of Isocrete K-Screed also enabled final floor finishes to be installed on the fast track without suffering significant disruption to the overall construction schedule.



Kosmeteria, Poland.

A metallic gold floor finish from Flowcrete has created an enticing entrance at a leading cosmetic salon situated in one of the largest amusement centres in Poland, Kosmeteria. Creating a unique walkway, the new Metalika floor finish runs alongside another Flowcrete product, Peran SL, in beige. Underfoot, the overall look is the perfect backdrop for this Warsaw-based retail outlet - standing out from the crowd and differentiating itself in the marketplace.

Peran SL and Metalika are not just about good looks. In fact these systems have been installed in some of the hardest working manufacturing environments thanks to the exceptional qualities of this flooring technology, namely durability, slip resistance, sheer strength and ease of maintenance. Combined with a large dose of style in terms of colour, gloss and pattern, these floor finishes offers the best of both worlds to the retail environment.



The co-op, UK.

Over 2,400m² of Flowcrete's fast-track flooring solution, Flowfast, have been installed at a co-op supermarket located in the coastal town of Peacehaven. The project comes as The co-operative pledges to invest capital into the build of new stores as well as the refurbishment of existing outlets. The co-operative is the UK's largest mutual retailer and the nation's fifth largest retailer by market share.

The Peacehaven store chose Flowfast Terroso - a decorative and ultra modern seamless floor finish - for its MMA (methyl methacrylate) technology, which allows the floor to cure in just two hours and keep downtime to a minimum. Flowfast's seamless and jointless finish eliminates the cracks and joints where dirt can dwell, guaranteeing a hygienic surface underfoot for food retailers. Flowcrete has been involved in a number of other shop fit out projects in conjunction with The co-operative at supermarkets across the UK.





Flowcrete around the world

Manufacturing Centres of Excellence

UK	Flowcrete UK Ltd	Tel: +44 (0)1270 753 000	Fax: +44 (0)1270 753 333	Email: uk@flowcrete.com
Sweden	Flowcrete Sweden AB	Tel: +46 42 600 07 16	Fax: +46 42 15 50 90	Email: sweden@flowcrete.com
South Africa	Flowcrete SA (Pty) Ltd	Tel: +27 31 461 3411	Fax: +27 31 461 3475	Email: southafrica@flowcrete.com
Malaysia	Flowcrete Asia Sdn Bhd	Tel: +603 6277 9575	Fax: +603 6277 4645	Email: malaysia@flowcrete.com
USA	Flowcrete North America Inc.	Tel: +1 936 539 6700	Fax: +1 936 539 6701	Email: usa@flowcrete.com
Belgium	Flowcrete Belgium	Tel: +32 1575 6927	Fax: +32 1575 2895	Email: belgium@flowcrete.com

Sales Centres of Excellence

France	Flowcrete France	Tel: +33 344 58 89 76	Fax: +33 344 58 73 86	Email: france@flowcrete.com
Germany	Flowcrete Germany	Tel: +49 (0)3466 36 43 70	Fax: +49 (0)3466 36 43 71	Email: germany@flowcrete.com
Denmark	Flowcrete Sweden AB	Tel: +46 (0)435 40 01 10	Fax: +46 (0)435 314 98	Email: denmark@flowcrete.com
Norway	Flowcrete Norway AS	Tel: +47 6486 0830	Fax: +47 6486 0831	Email: norway@flowcrete.com
Poland	Flowcrete Polska Sp. z.o.o.	Tel: +48 22 879 8907	Fax: +48 22 879 8918	Email: poland@flowcrete.com
Latvia	Flowcrete Baltics	Tel: +371 286 44 666	Fax: +371 675 55 353	Email: latvia@flowcrete.com
Estonia	Flowcrete Estonia	Tel: +372 659 9766	Fax: +372 656 7491	Email: estonia@flowcrete.com
Romania	Flowcrete Romania	Tel: +40 374 008 078	Fax: +40 212 550 315	Email: Romania@flowcrete.com
UAE	Flowcrete Middle East FZCO	Tel: +971 4 886 4728	Fax: +971 4 886 4582	Email: uae@flowcrete.com
India	Flowcrete India	Tel: +91 44 4202 9831	Fax: +91 44 4202 9832	Email: india @flowcrete.com
Thailand	Flowcrete Thailand	Tel: +66 2 693 0775	Fax: +66 2 694 3295	Email: thailand@flowcrete.com
Vietnam	Flowcrete Vietnam	Tel: +84 8 3823 4602	Fax: +84 8 3827 4842	Email: vietnam@flowcrete.com
Hong Kong	Flowcrete (Hong Kong) Ltd	Tel: +852 2795 0478	Fax: +852 2795 4842	Email: hongkong@flowcrete.com
China	Flowcrete China	Tel: +86 10 8472 0488	Fax: +86 10 8472 1872	Email: china@flowcrete.com
South Korea	Flowcrete South Korea	Tel: +822 649 3874	Fax: +822 649 3878	Email: southkorea@flowcrete.com
Australasia	Flowcrete Australia	Tel: +61 73357 5125	Fax: +61 73357 5171	Email: australia@flowcrete.com
Brazil	Flowcrete South America Ltda	Tel: +55 11 4156 6166	Fax: +55 11 3675 1873	Email: brazil@flowcrete.com