

Flowcrete Adds Strength to Sharks' Premiership Push



England Rugby Union star Andrew Sheridan is scrumming down with the official support of South Cheshire based flooring company Flowcrete Group Ltd. Flowcrete has put its weight behind the huge prop forward by sponsoring a new scrum machine for use by Andrew and his fellow forwards at Sale Sharks. Scrum machines are a vital training aid for Rugby Union players and are used to hone the technique of the forward pack.

Sheridan – perhaps the most feared loosehead prop in world Rugby Union – is the official face of the sponsorship deal. Sheridan is a man mountain at 6ft 4in and 19 stone and has a reputation for being able to bench press more weight than any of his fellow players. He is a current England international and has represented the prestigious British and Irish Lions.

Mark Greaves, Managing Director of Flowcrete Group said, “We are delighted to support Andrew and Sale Sharks. The club is among the best in Europe on the field having won the Guinness Premiership in 2006 and has a fantastic reputation for its work in the community. They have many supporters in our home area of South Cheshire and we are very pleased to join forces with them through this sponsorship arrangement.”

“This really is a partnership of strength. Andrew is among the toughest forwards in the game and we are proud of our reputation for providing tough yet attractive flooring for companies around the world.”

(Mark Greaves, Managing Director for Flowcrete Group)