

## Cheshire Flooring Company Takes Queen's Award for Enterprise



A flooring manufacturer that has grown from its roots in South Cheshire to include offices across 29 countries has been honoured with the coveted accolade for UK business performance, The Queen's Award for Enterprise.

Flowcrete UK Ltd, a world leader in specialist industrial and commercial flooring, has secured the award in the International Trade category for its innovative approach, operational excellence, relationship building, brand development - and increasing exports by 150 per cent in the last three years.

Since Flowcrete's launch in 1982, the Group – of which Flowcrete UK is the founding company - has grown to include 23 offices and eight manufacturing centres of excellence across the globe - employing more than 40 different nationalities.

The company's international client list includes Bentley Motors, Jaguar, GlaxoSmithKline, NASA, Kraft Foods, O2 Arena, Wembley Stadium as well as Paris Charles de Gaulle, Hong Kong, Kuala Lumpur and Bangkok Airports, to name a few.

Despite the economic downturn, Flowcrete's international expansion over the last 12 months has included the opening of new offices in Vietnam and India, as well as major growth in the Middle

East where turnover has increased by 200 per cent over the last twelve months alone.

Flowcrete has also forged new relationships with applicator partners in the Caribbean, Russia, Peru, Chile and Argentina.

Recent innovative products from Flowcrete include bug-controlling floors for the health, food and pharmaceutical industries - which kill MRSA, E-coli and salmonella – as well as self-levelling systems that allow applications to take place 10 times faster than conventional methods – whilst taking the strain off the backs and knees of flooring installers.

Mark Greaves, managing director of Flowcrete, based in Sandbach, said: "Winning this award is absolutely brilliant news for us."

"As a company, we have always put a great emphasis on developing innovative new products and investing in our people, and that has been the reason for our success across the world."

"We think about how our systems can be improved or how a new product can have a revolutionary effect - and then work to make those ideas a reality."

"This policy has positioned us at the forefront of the industry, enabling us to develop faster-installation floors, lighter floors, energy-saving floors, cleaner floors – and allowed us to export our knowledge onto the world stage – providing the opportunity for a British manufacturer to become a global leader today."

"An example of this is how we were able to compete with the low cost flooring systems on the Continent. To enter this market, we introduced colourful seamless floors suitable for use in the commercial sector, and hygienic polyurethane floors with bacteria-fighting properties, which had not been readily available in mainland Europe."

Tony Gear, Flowcrete's export director added: "Flowcrete UK's export sales currently involve construction projects taking place in more than 50 countries worldwide, and in conjunction with more than 70 different applicator partners.

"No matter what the geography is, our language stays the same. We are committed to quality, high training standards and exceeding customers' expectations – in everything we do."

"It's this commitment to excellence that means we can guarantee the same levels of service, no matter where in the world a Flowcrete floor is installed. We are delighted that our growth in Flowcrete UK's export market has been recognised by this award."

"This is excellent news for the company overall and we feel a great sense of achievement. The accolade will have a positive effect on the business, opening doors with new clients and helping us to build relationships with new flooring partners worldwide."

**ENDS**

Notes to Editors

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### About Flowcrete Group

Flowcrete is a world leader in the supply of specialist flooring for commercial and industrial buildings. With 23 offices worldwide and eight 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.

### About Flowcrete UK

Flowcrete Group Ltd holds companies that operate in various locations across the globe. The Group relies on its founding company Flowcrete UK, and in particular its exports department to tap into the growing international market. Flowcrete UK's exports market covers over 50 countries worldwide, serving those not already supported by an established regional Flowcrete company.

### About The Queen's Awards for Enterprise

The Awards are made each year by The Queen, on the advice of the Prime Minister, who is assisted by an Advisory Committee that includes representatives of Government, industry and commerce, and the trade unions.

Flowcrete UK achieved The Queen's Award for Enterprise: International Trade 2009.

The awards are a public acknowledgement of outstanding achievement in the following categories;

- International Trade (exporting) – achieved by Flowcrete UK
- Innovation (technology)
- Sustainable development (environment)

The QA emblem is an acknowledged world-wide mark of achievement

Award winners are entitled to display the emblem on their products, packaging, letter-heads and use it in their advertising

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