

#SeasonsTweetings Kick-starts Christmas Countdown



To kick off the festive season in style, leading industrial and commercial resin flooring manufacturer Flowcrete Group Ltd has created its own unique Twitter-based advent calendar.

As part of the new **#seasonstweetings** campaign, every day will see a new image revealed on Twitter to showcase just a few of Flowcrete's exciting achievements from the past year.

From impressive flooring projects completed to global exhibitions attended and even a few product launches to get everyone talking, Flowcrete's festivities also celebrate a successful first year for the flooring company on the social media platform.

Still making its mark in the construction industry, Twitter continues to grow in popularity amongst manufacturers who are keen to contact consumers in new and ever more relevant ways. Increasing its presence in such a medium has enabled Flowcrete to develop relationships with clients, architects, contractors and industry publications alike.

Rebekah Gear, Creative Marketing Manager at Flowcrete Group Ltd said "Our **#seasonstweetings** Twitter campaign marks the twelve month anniversary of having used the social media site to promote our business activities and engage in conversation with individuals from across the global construction industry."

Having recently reached 300 followers, Flowcrete Group Ltd wants to use the holiday season to spread a message of Christmas cheer and flooring merriment. Therefore, as part of the **#seasonstweetings** campaign, all those who re-tweet one of the advent calendars' daily tweets will find themselves entered into a prize draw for a hamper of festive goodies.

"We wish to celebrate our presence by looking back at some of the memorable events of the year while at the same time providing a dynamic and innovative interface for our followers to enjoy in the days leading up to Christmas." adds Rebekah.

Hoping to get 'Tweeters' all around into the holiday spirit, Flowcrete invites everyone to take part and the lucky winner will be announced on Christmas day.

Don't forget to follow Flowcrete Group Ltd on Twitter @flowcrete and use **#seasonstweetings**.

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Notes to Editors

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 underlayments, underfloor heating and now underfloor 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.

For further information please contact marketing@flowcrete.com

Or visit us on the web at www.flowcrete.com