

Scoring in the Flooring Fashion Stakes at Westfield London



Flowcrete's designer floor finish Mondéco is taking centre stage underfoot at The Village - the luxury zone at Europe's largest urban shopping centre, Westfield London.

The decorative seamless terrazzo flooring has been installed in a specially-formulated blend involving eight shades.

Using mother-of-pearl, glass and recycled glass in the mix, Mondéco provides an eye-catching finish in The Village – which represents a world of designer boutiques and ultimate luxury and is home to premium brands including Louis Vuitton, Christian Dior, Gucci, Jimmy Choo and Prada.

The installation of Mondéco at The Village was carried out by Flowcrete approved contractor Ancorite, across an area of 7,000 square metres.

Alan Dean, sales director of Flowcrete, said: "The project involved the installation of eight shades of Mondéco, across six floors, in a mix of greys and black in an elliptical pattern

"The completed floor looks superb."

Prior to the installation of Mondéco, Flowcrete's semi-dry floor screed, Isocrete Heavy Duty K-Screed was applied by Flowcrete-approved contractor Advance Screeding, to provide a level

surface for the floor finish.

As well as a high quality finish, Mondéco measures up to all the rigours of retail environments. It is incredibly hard-wearing, abrasion, scratch and wear resistant and its seamless finish helps reduce maintenance.

Mondéco also performs well in terms of sustainability due to its longevity. Its exceptional durability means that, once installed, it can remain in place for decades.

As well as the application of Mondéco and Isocrete Heavy Duty K-Screed in The Village, Flowcrete products were specified throughout the entire Westfield London development.

Advance also installed Isocrete screeds throughout the roof and retail areas. More than 60,000 square metres of Flowcrete's decking system Deckshield were also installed at Westfield London's car park by Flowcrete approved licensees Progressive and PBM.

Alan Dean, added: "This has been a really prestigious project for us, which reflects the variety of products from Flowcrete for all areas of the development.

"It represents one of the most dynamic flooring projects to take place in Europe in recent times."

ENDS

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 supply 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.

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