

Flowcrete Flooring Wows City Centre Shoppers



A striking floor design from Flowcrete is at the centre of a state of the art shopping and entertainment development in Belgium.

The specialist flooring manufacturer has set the standard for floor design in the stunning new Médiacité complex in Liège.

The flagship environmentally friendly Médiacité centre is a cornerstone regeneration project for the centre of Belgium's third biggest city.

Flowcrete's visually striking and sustainable flooring is an ideal fit for the centre which has been designed to meet the latest environmental standards.

The Cheshire company has supplied over 10,800 square metres of its seamless terrazzo, Mondéco Special, to floor all major walkways within the mall. Containing a creative mix of natural marble aggregates sealed within a coloured resin binder, Mondéco combines excellent aesthetics with a hardwearing finish, which remains at its best for up to 25 years.

In a stunning display of flooring design, the Mondéco terrazzo has been applied in a unique pattern, which sees specially formulated hues of blue, grey, cream and beige sweep across the floor to create a talking point for shoppers.

The installation took approximately five months to complete by Flowcrete approved flooring contractor, 4m Europe sa. Design management was overseen by Wilhelm & Cp sa, construction by Moury and architects were Jaspers-Eyers & Partners.

In addition 15,000 square metres of Flowcrete's semi-dry cementitious floor screed, Isocrete K-Screed, have been installed across all main concourses of the mall and in a number of the retail units themselves.

The innovative K-additive allows installers to achieve exceptional drying and curing times while delivering a strong level platform underfoot.

Finally, Flowcrete's car park decking system Deckshield was also installed at the site, across an area of 16,000 square metres.

Tony Gear, Flowcrete's export director, with responsibility for Belgium, said: "This was a team effort from Flowcrete. The products were specified in London and applied in Belgium and it shows our strengths in finding projects overseas from our UK sales team, and then working with approved local contractors to secure the works."

The Médiacité complex offers ample retail space, a post office, an ice rink, cinema, bowling alley, as well as restaurants and office space. Special features include a special ethylene tetrafluoroethylene roofing material, high efficiency condensing gas boilers, rooftop rainwater collection and a strategy to limit the amount of electricity shop owners are allowed to use.

Médiacité is ideally located for pedestrians, cyclists and bus users and is located close to a new high speed rail link.

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 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

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