

Flowcrete Serve Up A Quality Finish for Food Outlet



• Product: Flowcoat • Market Sector: Leisure • Location: South Africa • Client: Primi Piatti
• Date: 2008

A franchisee of the popular Primi Piatti restaurant has teamed up with Flowcrete to find a high quality floor finish for its urban food outlet located in the Ballito Lifestyle Centre in Durban.

Primi Piatti is part of the national chain of Italian restaurants serving up reasonably priced, very tasty fare - especially the oven-baked pizzas, which melt in the mouth and tantalize the taste buds. The service at Primi is excellent and the restaurant is always lively - full of the passion for fine food.

This passion plays a major part in the restaurant's interior design scheme and the laid-back atmosphere of the dining room. The new floor finish had to reflect this and also become part of the eating experience.

Primi's restaurant manager was looking for a flooring system that would be easy to clean and maintain as well as an aesthetically pleasing finish that would create the right impression for customers and staff underfoot.

Flowcrete recommended its seamless Flowcoat system; with a non-slip, hygienic finish and a colourful appearance, Flowcoat was the ideal system to meet all of the restaurant's specification criteria. Its hard-wearing nature and impressive chemical resistance make Flowcoat suitable for use in areas subject to food and drink spillage. In addition, the solvent-free formulation of the Flowcoat system makes it the sustainable choice for those seeking an environmentally friendly floor finish.