

Flowcrete Floor Marks New Era at Jaguar



• Product: Flowcoat SF41 & Flowcreed Industrial Top • Market Sector: Automotive • Location: UK
• Client: Jaguar • Date: 2005

Flowcrete is helping to create a dynamic environment at Jaguar's Castle Bromwich manufacturing site, home to the new, highly-acclaimed Jaguar XK sports car.

Under a multi-million pound programme, Jaguar's Castle Bromwich site has been redeveloped to manufacture the new state-of-the-art super car. Work at the site is part of an overall refurbishment project where Flowcrete floors are being installed at Jaguar plants across the UK, covering an area of 80,000 square metres and including Halewood in the North West, as well as Castle Bromwich, in Birmingham

Work involved the installation of Flowcrete's proven floor finish for the automotive industry – Flowcreed Industrial Top and SF41, along with Hydraseal Damp Proof Membrane.

The new floors at Jaguar have been credited with helping to uplift and motivate the entire working environment. Different colours have been used to create not only a visually attractive floor finish, but also one that helps to identify zones and areas where safety is paramount. Zebra crossings, pedestrian walkways and no-work zones have all been created using different colours and also lineage.

"This is a proven, floor system developed for Jaguar. From an aesthetics point of view, it gives a clinical finish in terms of cleanliness and appearance. At Castle Bromwich, the recent decoration work and the new floor have given a real high feel of lift to people's perceptions of the working zone. It is a nice platform for people to work on."

(Steve Jenkinson, Principal Engineer Jaguar)