

**Press Release**  
**March 24<sup>th</sup> 2014**

## **GREEN Floorzone Excites at Ecobuild 2014**

***Flowcrete's [GREEN Floorzone](#) solution got a great response when it was showcased at the 10<sup>th</sup> anniversary of the world's largest sustainability show for the built environment.***

[Ecobuild 2014](#) ran from the 4-6 March and saw thousands of industry professionals and VIPs descend on London's Excel Centre to discuss the latest innovations and issues, attend informative seminars, listen to ground breaking lectures and browse the hundreds of exhibitor stands.

Throughout the event Flowcrete UK's area was packed with attendees eager to learn more about resin flooring systems and in particular the environmentally friendly GREEN Floorzone solution.



This solution is a single warranty, floor build-up programme that features a number of sustainable options including resin floor finishes, self-levelling screeds, underfloor heating and acoustic insulation. A life size, cut-through model of the system was on the stand to allow visitors to see each component and understand how they work together under the floor.

This package is ideal for commercial and industrial environments, as not only does it create a high quality floor but it also helps construction projects to meet demanding environmental standards. Due to its universal appeal the Flowcrete UK team talked to a wide range of interested visitors, from local developers to large scale project managers and foreign government representatives.

One of the high profile speakers at Ecobuild 2014 took an interest in the Isocrete Green Screeds range, which is an integral part of the GREEN Floorzone. The Channel 4 Presenter Kevin McCloud was participating in a seminar at Ecobuild 2014 entitled "Better Homes for less" and during the event he nominated the Isocrete Green Screeds range to be one of his Green Heroes at the [Grand Design Live](#) show in May.

The [Isocrete Green Screed](#) range consists of screeds that have been given an eco-friendly makeover to remove all Ordinary Portland Cement. 40% of the material is also sourced from recycled construction industry waste and its long life-time removes the need to repair or refurbish the floor, minimising the financial and environmental costs this incurs.

Alan Dean, Managing Director of Flowcrete UK, said: "Flowcrete UK had a very successful time at Ecobuild 2014, having talked over lots of potential future projects and making some highly valuable connections over the three days.

"We're excited that the Isocrete Green Screeds range has been short listed by Kevin McCloud as a Green Hero at Grand Design Live, as it's a testament to the hard work we put into creating



sustainable flooring solutions to help make the construction industry a more environmentally friendly sector.”

Flowcrete UK has already confirmed its attendance at Ecobuild 2015. If you'd like to see what it was like this year Flowcrete UK has created a video of the event, which includes interviews with the Flowcrete UK Marketing Manager Ian Jones and the Commercial Director of Isocrete Project Management Daniel Gill. [Click here to watch the video.](#)

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