

Press Release
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Flowcrete Launches Website in Chinese Language

International flooring manufacturer Flowcrete Group Ltd has launched a Chinese language website in a bid to court China's growing flooring market.

The new website acts as a Chinese counterpart for the company's existing www.flowcreteasia.com domain, and has been designed to offer Chinese architects, contractors and specification professionals access to local product, technical and news-related information.

Flowcrete Group Ltd has long since enjoyed a growing sales presence in China, with two offices based out of Shanghai and Beijing.



The company, which manufactures a range of industrial and commercial resin flooring materials including antimicrobial polyurethane, decorative epoxy, seamless terrazzo and car park deck coating systems, has been involved in a number of floor installations for blue-chip clients across China including Alexander McQueen, IKEA & Jean Paul Gautier.

David McNeece, International Marketing Manager for Flowcrete Group, said: "The Chinese language website will serve as a gateway to Flowcrete, informing Chinese language speakers of the products and services available to them locally.

"Although the bilingual re-development represented a major undertaking, it has been worthwhile and will be pivotal in our efforts to extend brand and product awareness across mainland China."

Available to view at www.flowcrete.cn the new website brings together a wealth of information to give online prospects the complete picture when selecting a flooring system to meet their needs.

Features include a dedicated technical zone, where the latest information can be downloaded, including Technical Data Sheets, as well as an in-depth focus on the different flooring systems for individual areas, including food and beverage, car parks and retail spaces.

Ends

Flowcrete
Tel: 01270 753 000
Email: help@flowcrete.com
Web: www.flowcrete.co.uk