

Press Release
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The Isocrete Green Screed is a Hero at Grand Designs Live

Isocrete Self Level Renovation, part of the Isocrete Green Screeds range, will be on display at [Grand Designs Live 2014](#) as one of Kevin McCloud's handpicked selection of the best eco-innovations available to the UK built environment.

Flowcrete UK's environmentally-friendly screeds have been [nominated as one of the show's Green Heroes](#). This is a dedicated feature at the centre of the live show which provides a platform to showcase the Channel 4 presenter's favourite green building products.

The wide knowledge of materials, technologies and sustainable practices Kevin McCloud has built up documenting the hundreds of ambitious projects on Grand Designs means he has a unique insight into the world of innovative and inventive construction.



Visitors to the event, which runs from the 3-11 May at London's ExCel Exhibition Centre, will be able to examine close-up a sample of the Isocrete Self Level Renovation screed and find out more about its environmental and practical advantages.

Ian Jones, Marketing Manager of Flowcrete UK, said: "We're really proud that our Isocrete Green Screeds have been recognised for their environmental attributes by such a prominent authority on building materials as Kevin McCloud.

"It's a real testament to Flowcrete UK's commitment to providing the construction industry with alternatives to help reduce the harmful impacts construction materials can have on the world around us.

"The [Isocrete Self Level Renovation screed](#) in particular has already become a popular solution for large scale commercial and residential projects. This uptake has been thanks to its ability to lower the carbon footprint of such developments whilst simultaneously providing all the functionality they need – and it can even be combined with highly efficient underfloor heating to further maximise the floor's green potential."

An eco-friendly makeover of [The Isocrete Green Screeds range](#) removed all traces of Ordinary Portland Cement (OPC) from the manufacturing process. OPCs are a common ingredient in concrete products, but for every tonne of OPC that's produced a tonne of carbon dioxide is released into the atmosphere, in fact OPCs account for 90% of all the construction industry's CO₂ emissions.

To further enhance its environmental credentials, 40% of every Isocrete Green Screed is made from recycled materials that have been reclaimed from heavy industry, material that would otherwise have been tipped into a landfill. Even the packaging and delivery of the screeds has been carefully



considered to be more environmentally friendly, for example the paper bags used to transport the screed are recyclable and reusable.

A particular advantage of the Isocrete Self Level Renovation screed is that it can be applied on top of existing floor finishes, bringing new life to an existing facility without the wasteful process of taking up the old floor.

The screed is an important part of the floor build-up, as it prepares the substrate for the floor covering and certain screeds can even incorporate additional elements such as acoustic insulation and underfloor heating. The Isocrete Self Level Renovation screed can be combined with the [Isowarm Underfloor Heating system](#), which has been designed to meet the requirements of modern constructions by providing invisible, controllable heat in a manner that is 30% more efficient than conventional heating methods.

The expertise of Flowcrete UK and the adaptability of its products have made it a go-to supplier of screeds for new-build and refurbishment projects in both the commercial and industrial sectors. Flowcrete UK's in-house [Isocrete Project Management](#) service will even provide a one-stop, single source management service to take care of every stage of the floor's installation from project consultation to warranty and aftercare.

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