

Press Release
July 6th 2015

Instarmac's international exhibition success

2015 is being heralded as a year of international success for Instarmac, following the company's recent attendance at the PPRSummit in Paris, Pollutec in Algeria, Outdoor Design & Build Show in Dubai, Stone+tec in Germany, Traffex in the UK and Intertraffic Istanbul in Turkey.

In April, Instarmac's International team attended the Outdoor Design and Build Show in Dubai. In its 3rd consecutive year, which is supported by the Dubai Municipality, the event is the only dedicated international platform in the Middle East that caters to the entire spectrum of hard and soft landscape products and services.

Instarmac was delighted to be one of many companies exhibiting at the event and received an overwhelming response to Flowpoint – its world renowned flowable paving grout. Visitors to the stand learned of the prestigious projects Flowpoint has been used on and how using this independently tested and approved mortar paving system will provide strength, style and confidence to any paving project.

Instarmac's Mortar Paving System was also successfully featured at Stone+tec – the International Trade Fair for Natural Stone and Stone Processing Technology.

April also saw Instarmac attend Traffex – the number one event for international traffic management, road safety, parking, road maintenance, transport infrastructure and urban regeneration sectors. Visitors to the stand were able to discover the advantages of using Instarmac's first time permanent pothole repair and manhole reinstatement system. What's more, Instarmac's Malaysian licensee made a special trip to the event to renew its licence agreement for another 3 years, worth approximately £750,000.



In May, Instarmac exhibited at Intertraffic Istanbul for the 2nd time. During the 3-day event, Instarmac met with municipalities, local authorities, contactors and manufacturers from all over the world, all with an interest in becoming the next Instarmac Licensee. By becoming an Instarmac Licensee you are able to manufacture Ultracrete Instant Road Repair® in your own territory. What's more, you receive guidance and advice on building your manufacturing plant, sales training for staff and bespoke marketing support to help

you promote your latest business venture.

Instarmac will also be exhibiting at The Big 5 in Dubai and Intertraffic Amsterdam. For more information on these events, products and licensing opportunity available from Instarmac, please visit www.instarmacinternational.com

You can also follow updates on Twitter @InstarmacExport

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