



## Flowcrete Australia's Night at the 2014 Food Magazine Awards

The Flowcrete Australia team celebrated the latest food industry innovations with the sector's leading professionals last Friday night at the 2014 Food Magazine Awards.

The resin flooring specialist's unique system [Flowfresh Antimicrobial PU](#) made it to the final four of the Food Safety and Innovation category, an impressive feat considering that this year's awards saw a record number of products entered into the competition.

The night consisted of product showcases from the nominees, as well as fine food, an invaluable networking opportunity and a presentation from guest speaker Ian Harrison, the chief executive of the Australian Made campaign, who spoke about the importance of marketing a product's country of origin.

The Managing Director of Flowcrete Australia, Sean Tinsley, said: "The evening was a fantastic chance to meet other innovators in Australia's food and beverage industry and find out about the market's latest developments."

"Making it to the final of the Food Safety and Innovation category is a fantastic recognition of all the hard work and dedication that has been put into making such a highly effective food-safe floor as Flowfresh."

"We scrutinised every aspect of the floor area to produce a system that actively attacks bacteria, facilitates fast and effective cleaning and which puts the facility manager's mind at rest, as they know that their floor will not fail when subjected to the intense abuses of a large-scale food production plant."

On the night Flowfresh was up against an intelligent checklist system for mobile platforms, a highly effective hand wash and a compact, durable weighing system. In the end it was Deb Australia that took home the award thanks to its OxyBAC® antibacterial hand wash.

The Food Magazine Award judges were impressed by the unique nature of Flowfresh, as no other antimicrobial flooring system in Australia works in the same way. Created out of an exclusive global partnership with Polygiene®, silver ions are incorporated throughout the resin matrix of the system which gives it its superior bacteria eliminating properties.

The cementitious polyurethane make up of Flowfresh creates a seamless surface that minimises the risk of unwanted contaminants accumulating in gaps or cracks in the floor. This formulation also means that it will retain its unblemished finish for an extended period of time - as it is able to withstand harsh chemical corrosives, heavy impacts, frequent foot traffic and extremely hot water washes.

Flowcrete Australia is excited about the exposure that the 2014 Food Magazine Awards has given to the issues surrounding food safety, as the resin flooring specialists are committed to working with leading food producers to provide flooring systems that make production facilities as safe, efficient and hygienic as possible.

### Press Contact

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### Notes to Editors

Flowcrete Australia, part of Flowcrete Group Ltd, is a world leader in the manufacture of seamless industrial and commercial flooring with international manufacturing facilities in Europe, the Americas, Asia and Africa.

Flowcrete supplies world-class seamless flooring solutions to transform environments across the globe including; decorative seamless resins, waterproof car park deck coating systems, seamless resin terrazzo, durable antimicrobial flooring, corrosion protection, self levelling underlayment, underfloor heating and now underfloor acoustic insulation.

Flowcrete's ambitious and dedicated team is inspired by excellence in people, products and service as well as continual innovation and sustainable growth. Flowcrete continues to use its global expertise to introduce environmentally friendly, hygienic and aesthetically attractive floors to create a better and more sustainable world.

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Or visit us on the web at [www.flowcreteaustralia.com.au](http://www.flowcreteaustralia.com.au)