



Growing Resin Manufacturer Invites Flooring Contractors to Discover the Latest Trends & Technologies at World of Concrete 2015

Flowcrete Americas will be once again heading to the annual [World of Concrete](#) exhibition in Las Vegas, NV in early 2015 to showcase the latest in specialist resin trends and technologies to international flooring applicators in town for the show.

Flowcrete Americas' offering will be focussed on the challenges, needs and issues closest to the applicator's heart; offering a selection of new product innovations, advice on managing client expectations throughout the installation process, repair and maintenance recommendations as well as strategies for promoting the sustainable benefits of Flowcrete materials and packaging solutions under LEED V4.

Texas-based Flowcrete Americas, part of the RPM Performance Coatings Group, is a manufacturer of seamless resin flooring materials, including epoxies, cementitious urethanes, and MMAs, which have been designed to meet the specialist needs of heavy industry, manufacturing plants and other processing facilities.

New systems and products lined up for introduction at WOC 2015 include [Flowfast DQ](#), a highly decorative methyl methacrylate (MMA) floor finish containing color stable quartz aggregates. The system has been designed for use on pool decks and is ideally suited to creating patterned flooring.

Also set to be unveiled; [Flowflex UVR](#), a 2-component, UV resistant, semi-rigid polyurea joint sealant, designed for filling and protecting control joints and saw cut construction joints. Flowflex UVR ensures a more durable flooring surface, prevents the accumulation of bacteria in porous joints and can be shaved within minutes or up to 24 hours later.

In addition, Flowcrete Americas will be highlighting the benefits of its new rapid setting urethane cement underlayment mortar, Flowfill, which provides a fast and efficient repair solution for damaged floor slabs. The product is traffic ready in six hours and can be used to create sloping on a floor where time doesn't allow the use of normal concrete or polymer floor mortars.

Packaging, waste management, lead times, aftercare and contractor loyalty programs will also be on the menu alongside a presentation from Flowcrete Americas' Technical Director, Paul Anderson, entitled 'How to Avoid Resin Floor Failure', which will be running on booth S12839 at various times throughout the four day event.

Paul will also be on hand to address any installation queries or on-site challenges as well as to unveil Flowcrete Americas' new Specialist Training in the Application of Resin (STAR) program.

The program has been designed to improve the craftsmanship of floor installations using Flowcrete materials across the US, Canada and Mexico through a structured training syllabus.

The STAR program involves on-site training at the flooring contractor's premises and covers both the practical and theoretical aspects of a range of floor installation scenarios, including segments on substrate preparation, renovation and installation techniques as well as commonly faced challenges and maintenance recommendations.

STAR rated contractors will enjoy a range of benefits including the ability to leverage the company's strong brand profile and international expertise in epoxy, cementitious urethane and MMA flooring technologies.

STAR rated contractors will also benefit from the use of the Flowcrete Americas' all-STAR logo – a recognised stamp of high quality and reliability, which can be used on work apparel, literature and personal stationary.

Flowcrete Americas has been trading for over 10 years and [recently opened a 30,000 sq. ft. manufacturing facility in Spring, TX](#) to facilitate the company's expansion over the coming years.

Press Contact

To contact Flowcrete Americas please visit www.flowcreteamericas.com/contact-us or contact Daniel Ash at Flowcrete Group's Marketing department on 44 (0)1270 758 702 or email dan.ash@flowcrete.com.

Notes to Editors

Flowcrete North America Inc is part of Flowcrete Group Ltd and has offices based in Conroe, Texas.

Flowcrete Group has manufacturing facilities across the Americas, Asia, Europe and Africa.

Flowcrete supplies world-class seamless flooring solutions to transform environments across the globe, including decorative seamless resins, waterproof park deck coating systems, seamless resin terrazzo, durable antimicrobial flooring, corrosion protection and cementitious self-levelling underlayments.

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.

