

# New Parking Protection Coatings Unveiled at World of Concrete



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January 24, 2013, 9:38 am -- [/EPR NETWORK/](#) -- Leading flooring manufacturer Flowcrete North America Inc is introducing at World of Concrete 2013 the world-renowned Deckshield parking protection systems into the Americas market.

Flowcrete Deckshield has built-up an extensive track record protecting outdoor parking structures within Europe, the Middle East and Asia – and is now being manufactured by Flowcrete North America for projects across the Americas.

The system – available in a choice of polyurethane and rapid-curing MMA variants - is being introduced on the back of increased demand for a product capable of delivering both a protective and aesthetic function in modern parking environments.

Tony Crowell, Managing Director of Flowcrete North America Inc, which has its headquarters in Conroe, Texas, said: "World of Concrete is the perfect place to introduce the Deckshield systems to the Americas audience."

As the growth in construction of commercial structures continues, more and more cars visit airports, retail malls, hotels, office blocks and public buildings.

By utilizing the very best of protective coating systems on the internal structure of the parking area, visual appearance can be enhanced, light reflectivity improved, traffic movement regulated and ongoing structural maintenance can be kept to an absolute minimum.

"We feel Deckshield has an exciting future in these new markets and will become a major part of our business in the years to come."

### **Much more...**

As well as launching Deckshield at the Las Vegas event, Flowcrete North America Inc is also promoting products including Flowfresh FCUV a four-component, semi gloss UV light stable polyurethane concrete coating. Designed to be used as a UV stable sealer or as a lock coat for quartz broadcast floors with Flowcrete's hygienic Flowfresh flooring systems, FCUV includes the Polygiene® antimicrobial system, offering exceptional chemical resistance.

Flowseal Ultra, a fast curing and UV stable polyurea coating, is also being featured at World of Concrete. A two-component, chemical resistant system, it is designed to be used as a fast curing UV stable sealer, or a receiving coat for flakes and quartz broadcast systems.

Flowcrete will also be talking to visitors to their stand at World of Concrete about the company's advantage within the marketplace in the manufacture of sustainable flooring.

Tony Crowell added: "We pride ourselves on being the green conscious flooring specialist."

In line with its sustainable corporate philosophy, Flowcrete North America has restricted the use of toxic components in our flooring products. This includes manufacturing products that are free of components including Phthalate, Nonyl Phenol and Solvents.

Furthermore, Flowcrete North America products can assist specification professionals in qualifying for LEEDS® credits through the LEED (Leadership in Energy & Environmental Design) Green Building Rating System™

Flowcrete North America Inc is on World of Concrete's Booth **S11339**, from February 5th to the 8th, 2013.

<http://www.flowcreteamericas.com/>

## **ENDS**

### **Notes to Editors**

Flowcrete North America Inc has offices based in Conroe, Texas.

Flowcrete North America Inc is part of Flowcrete Group Ltd, a world leader in the manufacture of seamless industrial and commercial flooring.

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 leveling 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.

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