



Grandstand



Concourses



Hospitality and Catering



Outdoor Landscaping



Car Parks and Transport Services



Plant Rooms and Maintenance

# TRANSFORMING stadia environments



**Floorzone** Solutions for the Sports & Entertainment Sector

# WELCOME TO FLOWCRETE - for the world at your feet

Flowcrete's commitment to exceptional design, technical support and advisory services, from initial enquiry through to installation, is at the heart of our business philosophy. Our global success is driven by our commitment to excellence; excellence in products, excellence in service and excellence in people.

With manufacturing plants across Europe, the Americas, Asia and Africa, a global commercial sales support team and the backing of a major multinational manufacturing group, Flowcrete is well placed as the world's leading performance flooring designer and manufacturer to serve clients in their local markets.

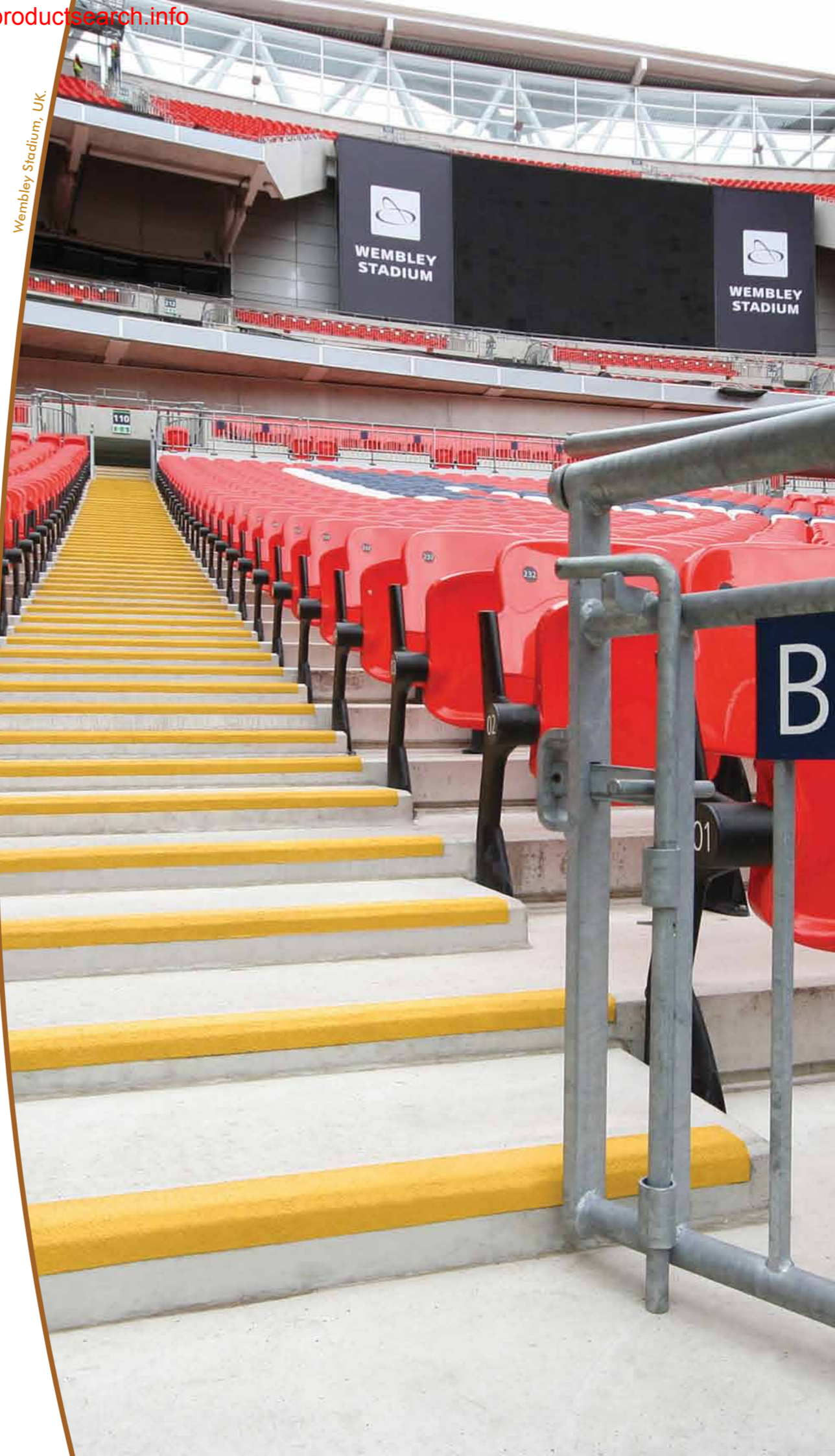
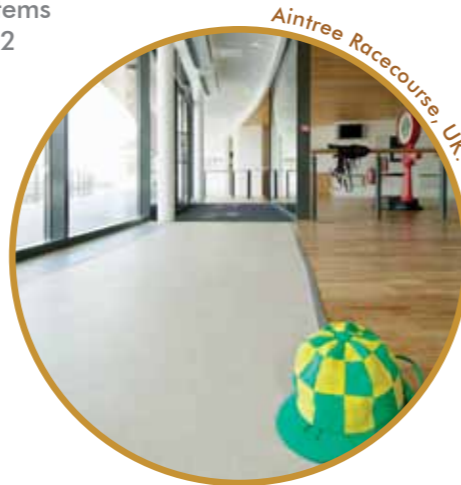
Our fully trained and monitored global network of approved flooring contractors ensures that your project is in safe hands with Flowcrete.

## TRANSFORMING stadia environments

Stadia and arena environments play host to the largest sports and entertainment events in the world. As a result, these buildings are becoming some of the most iconic structures of modern times, using impressive architecture to create a lasting impression on the ground. Flowcrete has undertaken a number of flooring projects at stadia and arena environments across the globe and has over 30 years experience of supplying world-class systems to all zones within these large-scale venues.

High-profile installations of Flowcrete's flooring systems include Wembley Stadium, Wembley Arena and the O2 Arena in London, the Millennium Stadium in Cardiff, the Commonwealth Stadium in Manchester, Ascot Racecourse in Berkshire, Telstra Stadium in the Olympic Park Sydney, Dubai Sports City Cricket Stadium as well as the Soccer City Stadium in Johannesburg – constructed especially for the 2010 FIFA World Cup finals.

Flowcrete's **Floorzone** concept, which has been designed to offer a number of key environmental benefits, illustrates how a correctly specified flooring system can transform stadia and arena environments underfoot. To learn more about Flowcrete's **Floorzone** Solution for the sports and entertainments sector, step inside...





Ascot Racecourse, UK.

## ENHANCING - the spectator experience

Football, rugby, cricket, athletics, horseracing or even a music concert - whatever the event, millions of spectators flock to stadia and arena venues each year to watch live sports and entertainment unfold in front of their eyes.

While stadia venues are designed to enhance the spectator experience, they must also support the needs of tens of thousands of people at any one time. Flowcrete's aim is to transform stadia and arena environments with innovative flooring solutions that are safe, sustainable and stand out from the crowd.

Flowcrete's unique **Floorzone** concept consolidates the flooring needs of the entire stadia development - building up the surface of the floor from substrate to finish - across a variety of unique zones including internal concourses, VIP and hospitality areas, wet changing rooms, physiotherapy and medical suites, outdoor walkways and multi-storey car parks as well as bus depots, tram, train or metro platforms. Flowcrete even provides a slip-resistant material that can be used for stair nosings within the bowl of the stadium itself - ensuring that all areas are catered for.

Available under a single-source package, Flowcrete's **Floorzone** Solution has been designed to deliver a low carbon footprint, particularly when compared to traditional carpet, tile or vinyl floor finishes.

Benefits of the **Floorzone** include solvent-free flooring formulations, the use of recycled or reclaimed materials as well as reductions in on-site labour operations. Combined with excellent aesthetics, our systems are backed by comprehensive product warranties to ensure that Flowcrete stadia floors are built to last.

## DELIVERING - the Floorzone package

**THE FLOORZONE** - A choice of decorative resin floor finishes from Flowcrete combined with a number of sub-floor treatments, including fast-drying and self-smoothing Isocrete Floor Screeds.

**APPROVED APPLICATORS** - A selected team of approved flooring applicators on site to ensure a flawless finish for your stadia or arena project.

**TECHNICAL SERVICES** - A team of Flowcrete flooring experts are on hand to assist with any technical queries throughout the duration of your project.

**VALUE** - With flooring systems backed by comprehensive warranties and materials that are proven to stand up to the test of time, Flowcrete can help to reduce life-cycle costs.

**ENVIRONMENT** - Compared to traditional floor finishes, resin systems and sub-floor treatments from Flowcrete have a low carbon footprint helping to significantly improve the environmental sustainability of the building in which they are used.



Wembley Arena, UK.



Lindab Ice Hockey Arena, Sweden.

# DELIVERING - performance flooring

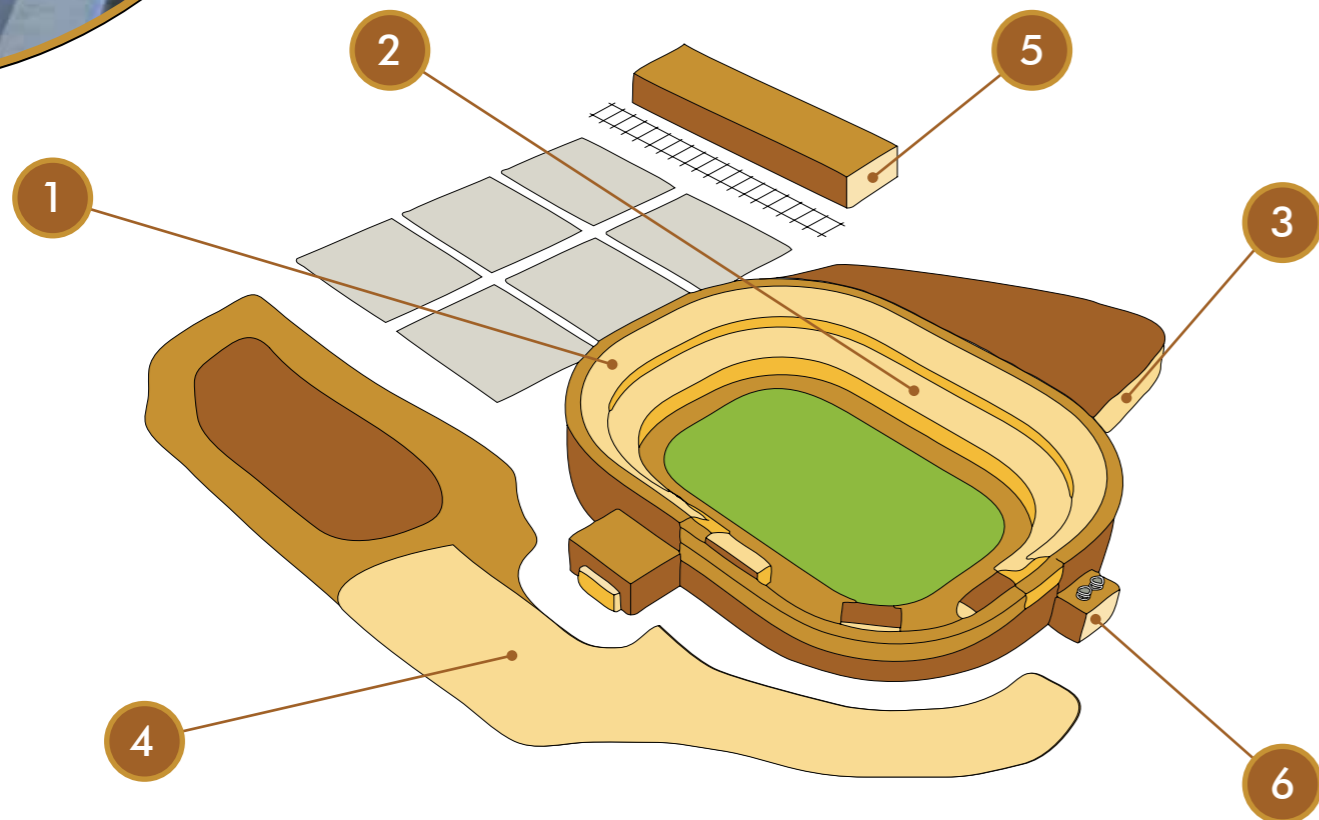


Large-scale sports and entertainment venues contain a wide-range of specialised zones and areas, ranging from the stands and terraces, poolside spectator areas, corporate hospitality areas, club shop and other retail concession as well as operational areas and all back-of-house athlete facilities including changing rooms, physiotherapy suites and indoor training areas.

Alongside these are car parks, railway platforms, offices, media suites, lounges, catering kitchens and hotels - all of which play a central role in supporting the operations of the venue itself. As a result, any flooring project undertaken in or around the stadia complex should receive comprehensive specification to ensure that the functional needs of the floor have been correctly addressed.

Stylish, safe, sustainable and secure – the benefits of our single-responsibility **Floorzone** Solution make Flowcrete materials an appealing choice for those involved in flooring projects at commercial venues.

## TRANSFORMING stadia environments



### The Grandstand Spectator Area

To ensure spectator safety Flowcrete's polyurethane traffic coating, Deckshield, can provide a slip-resistant stair nosing on pre-cast concrete stairways in the bowl of the stadium. Similarly, Flowcrete offer a slip-resistant quartz flooring solution for pool surrounds and poolside spectator areas, which continues to look good underfoot – even when wet.

- Deckshield •Flowfast Quartz •Peran STB

### Internal Concourses

Concourses require durable flooring systems to ensure a strong platform underfoot. Our Isocrete Floor Screeds deliver the subfloor strength and levels needed to support high-traffic environments. Overlaid with a performance floor finish, such as Mondéco seamless terrazzo or our flexible Deckshield polyurethane traffic coating, internal walkways combine strength and safety with a stylish a finish.

- Isocrete Floor Screeds •Mondéco •Deckshield •Flowfast

### Hospitality & Catering

Corporate hospitality packages are a fun way to enjoy live sports and entertainment events. Our decorative commercial flooring systems include smooth, sparkling, metallic or multi-coloured quartz flooring to create a talking point at ground level in VIP areas. In addition, our hygienic Flowfresh system – which incorporates a powerful antimicrobial additive Polygiene® – is ideal for use in catering kitchens.

- Peran SL •Kristalina •Flowfast •Flowfresh

### Outdoor Landscaping

Looking for a unique landscaping solution for outdoor paths, walkways and concourse areas? Try our new Naturewalk system – a seamless gravel stone carpet for leisure environments subject to the great outdoors. Using colourful natural stones scattered over a clear resin seal, Naturewalk creates outdoor surfaces that stay bright whatever the weather.

- Naturewalk

### Car Parks & Transport Services

For many the car park is where the live experience begins and ends. Deckshield car park decking from Flowcrete not only visually improves the appearance of car parks but also protects and waterproofs the structure. For railway platforms, bus terminals and underground metro stations our Mondéco seamless terrazzo range is an ideal platform to support visitors travelling to and from the venue.

- Deckshield •Mondéco Classic •Mondéco Exotic •Flowfast

### Plant Rooms & Maintenance Facilities

Maintenance facilities play a big role in keeping the stadia's operations moving. Flowcrete offers a number of industrial floor coatings and systems suitable for use in back-of-house maintenance areas that are able to meet a host of performance criteria including high mechanical, chemical and impact resistance as well as being easily-cleaned and maintained.

- Flowfast Quartz •Flowcoat SF41 •Flowshield Quartz

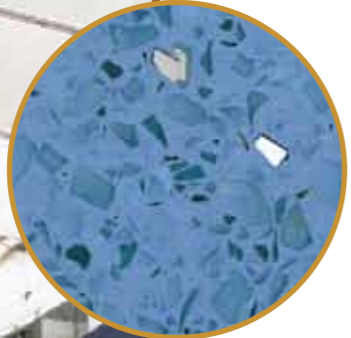
# The Floorzone Solution

O2 Arena, UK

Stirling Sports Village, UK

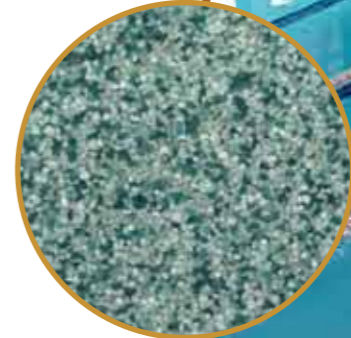
## Mondéco

Mondéco is a solvent-free and durable seamless terrazzo system containing recycled mirror glass, pearl and marble aggregates. Available in a limitless palette of decorative colours Mondéco is the attractive and hygienic choice for concourse areas subject to high volumes of pedestrian traffic.



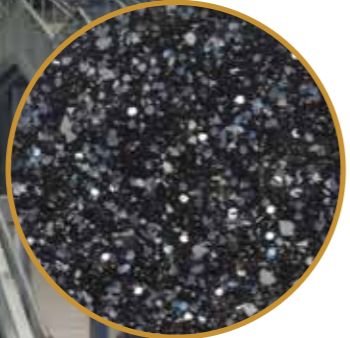
## Peran STB

Peran STB is a hard wearing commercial resin system made up of colourful quartz granules. Available in a gloss or matt finish, Peran STB delivers excellent scratch, wear and abrasion resistance to areas within the stadium subject to high volumes of traffic.



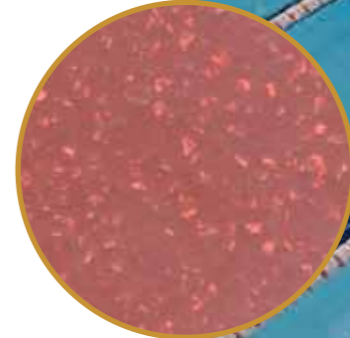
## Flowfast

Flowfast is a seamless acrylic flooring system with an attractive terrazzo style finish. Available in a creative blend of colours, Flowfast has been designed to enable fast-track installations and therefore significantly reduce construction programmes in stadia developments.



## Flowfresh

Containing Polygiene®, a natural silver-ion based antimicrobial which controls the bacterial population at floor level, Flowfresh represents a new generation of hygienic flooring. Suitable for use in wet and dry kitchen environments Flowfresh is ideal for on-site catering kitchens.



## Naturewalk

Naturewalk has been designed to ensure that walkways and external concourse areas reflect the natural beauty of the outdoors. Naturewalk is a seamless and slip-resistant bonded gravel system, used to surface outdoor areas, whereby a range of natural stone aggregates are scattered into a resin binder.



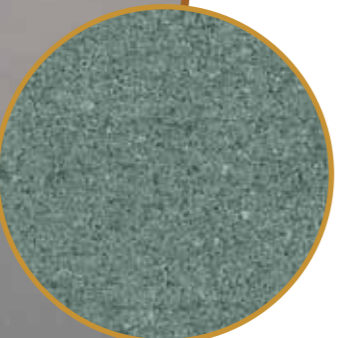
## Flowcoat SF41

Flowcoat SF41 is a hard wearing, solvent-free epoxy resin floor coating suitable for use in aggressive airport zones. Available in a bright range of colourful finishes and with an adjustable anti-slip profile, Flowcoat SF41 is ideal to brighten up airport maintenance buildings, service corridors or plant rooms.



## Isocrete K-Screed

Hidden from sight, Isocrete K-Screed is a semi-dry cementitious floor screed that delivers the necessary strength needed to floor high traffic stadia environments. Isocrete K-Screed contains proprietary additives that enable fast-track installation and can be overlaid by a host of floor finishes including vinyl, carpet, tiles or resin.



## Deckshield

Deckshield is a waterproof, UV stable and solvent-free traffic coating designed for use on exposed and intermediate decks of multi-storey parking structures and internal concourses where a flexible finish is required. Deckshield is also ideal solution for stair nosings where slip resistance and durability are key requirements.



Decorative Flooring

Functional Flooring

# ENVIRONMENTAL - protection

The Flowcrete Group is committed to developing our operations in a sustainable manner and has a holistic approach to producing environmentally friendly flooring materials and using our planet's resources responsibly. Flowcrete resins are formulated and produced under the strict environmental standards of ISO 14001 and significant point enhancements can be obtained under the LEED® (U.S. Green Building Council) programme by utilising Flowcrete products. Our Floorzone concept has been designed with sustainability in mind and offers a number of key environmental benefits:

## Air Quality

Flowcrete's flooring systems meet high environmental standards with low percentage emissions of volatile organic compounds (VOC's), particularly when compared to traditional tile, vinyl, paint or carpet floor finishes.

## Acoustic Insulation

Flowcrete's latest innovation, Isocrete Acoustic K, a sub-floor soundproofing system that complies with Approved Document E of the 2003 Building Regulations, reduces noise levels in multi-storey spaces and absorbs sound generated from foot traffic to ensure peace of mind.

## Energy Efficiency

Flowcrete's Isowarm Under Floor Heating ensures thermal comfort integrity by delivering invisible and controllable heat underfoot combined with possible energy savings of up to 20% when compared to traditional heating systems such as radiators or air conditioning.

## Materials Reuse

Flowcrete has reintroduced a number of recycled products from heavy industry waste streams back into its manufacturing processes including pulverised fuel ash (PFA), ground granulated blast furnace slag (ggbs), recycled glass aggregates and even mirror glass - all in an effort toward producing cradle-to-cradle flooring solutions.

## Light Reflectivity

Flowcrete's seamless terrazzo range, Mondéco, contains recycled crystal mirror-glass aggregates and has been designed to reduce the need for artificial strip and spotlighting through inbuilt light reflectivity properties. Additionally, Flowcrete's Deckshield waterproof decking systems offer similar reflectivity advantages to those provided by asphalt when used in multi-storey car park structures.

## Packaging Waste

Where possible Flowcrete supplies materials in bulk using re-usable UN Certified Intermediate Bulk Containers (IBC's) or recyclable drum containers, in favour of full-pack systems, in order to reduce the quantity of non-reusable packaging and waste resulting from our flooring operations.

Flowcrete recognises that adopting a sustainable approach across all aspects of our operations throughout the world is the only way to truly improve its contribution to a sustainable world. By doing so, Flowcrete's role in environmental protection, social advancement and economic prosperity will be significant and tangible.

Dubai Sports City Cricket Stadium, UAE



## Wembley Stadium, UK.

With 90,000 seats the new Wembley stadium located in London, has the second largest seating capacity in all of Europe. Flowcrete provided the complete Floorzone solution for England's national stadium including self-smoothing sub floor screeds and damp proof membranes to line concourse areas, public walkways, washrooms, concession areas and VIP back of house areas.

For internal concourse areas and back of house kitchen areas a range of decorative resin floor finishes were chosen to impress visitors to the landmark site. These surfaces are capable of meeting the demands of any world-class sporting environment, they offer an anti-slip profile to protect staff and visitors underfoot and are easy to clean and maintain. Work at the site also included Flowcrete's waterproof decking system Deckshield, which was applied to internal and external stair nosings in and around the stand and terrace areas in an attractive shade of yellow.



## Lindab Ice Hockey Arena, Sweden.

A number of Flowcrete's innovative flooring products have been installed during the recent refurbishment of the Lindab Indoor Ice Hockey Arena in Ängelholm, Sweden. Formally known as Ängelholms Ishall, the newly upgraded venue, home of the Rögle BK Ice Hockey Team, now has an indoor seating capacity in excess of 5000.

Flowcrete's Flowseal EPW, a water-based, vapour permeable epoxy floor coating has been installed below the surface of the ice, providing a watertight coating in extraordinary conditions. Peran SL in a light shade of grey has been installed throughout entrance and concourse areas as well as in the sports bar, and was chosen for both its decorative and performance qualities. Peran STB has also been installed in a number of areas including the kitchens, changing rooms and toilet facilities on account of its excellent durability and cleanability.



## Telstra Stadium, Australia.

Over 20,000m2 of Flowcrete's deck coating system, Deckshield have been installed as the floor finish throughout the main concourse areas at the Telstra Stadium in Sydney Australia. Deckshield's flexibility, waterproof properties and UV resistant top coat made it the only flooring system on the market that could meet the strict specification criteria. Deckshield's anti-slip finish and ease of cleaning and maintenance also met the two other key requirements.

A further characteristic of Deckshield is the ability to incorporate decorative elements through use of colour and for the Telstra project, the client's logo was featured within the concourse flooring itself. The 80,000 seater stadium was used as the principal venue for the Sydney Olympics in 2000, and as centre stage for the event needed to retain its looks even when subjected to such heavy volumes of spectator traffic on a daily basis.





## Flowcrete around the world

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