



## FLOWCRETE FLOURISHES AS THE POTTERS PICK THEM FOR THE PREMIER LEAGUE!

► After identifying a chink in their armour, in the form of a worn out stadium concourse, Stoke City Football Club brought in world-renowned resin flooring specialists Flowcrete UK on an extended trial in the middle of last season.



► The project kicked off with a layer of Flowcoat SF41 composite in Goosewing Grey spread throughout the stadium's 4000 m<sup>2</sup> of concourse areas and toilets.



A test area of the high performance, solvent free and ultra chemical resistant epoxy resin floor coating, Flowcoat SF41 composite was laid in the middle of the campaign and after an impressive showing the Staffordshire based football club snapped up Flowcrete UK to tackle the stadium's troublesome terrain.

As with any summer signings the pressure was on to deliver the project on time and ensure that the floors were in fine form in preparation for the new league campaign.

Having already worked on projects such as Wembley, Emirates, Etihad and Soccer City Stadiums earlier in their career, Flowcrete clearly displayed the experience and pedigree to cut it at the highest level on a consistent basis, making them the perfect choice for The Potters.

The Sandbach based company was scouted for its adaptability and skill in getting the job done as well as its prolific non-slip finishing record. Which reduced The Potters' insurance premium by 30% courtesy of the hardwearing, hygienic, seamless system's enhanced safety properties.

Any big name signings with a reputation for consistent quality are bound to feel the pressure but Flowcrete were able to hit the ground running from day one, with tireless displays during installation.

The project kicked off with a layer of Flowcoat SF41 composite in Goosewing Grey spread throughout the stadium's 4000 m<sup>2</sup> of concourse areas and toilets with the walkways to the inner arena laid in a dark grey shade.

In a nod to the next generation, 100 m<sup>2</sup> of the green Flowcoat SF41 system was marked out as a mini football pitch, complete with white line demarcation in the arena's brand new 'Kid's Zone', which also features a state of the art gaming and TV area to keep the stars of the future occupied.

The club emblem also had to be incorporated into the flooring which meant the resin-flooring specialists needed to utilize their creativity, using a stencil to paint on the crest in red, white and blue shades of SF41, a piece of skill truly befitting of the Premier League stage.

A coat of trusty transparent sealer, Flowbind LS, has seen the time proven veteran of the game, Flowcoat SF41, impress fans and pundits alike by standing firm against corrosion from the array of sauces and liquids it has encountered, putting its credentials to the test.

A common problem with the previous flooring system was staining from the spillage of American Mustard and at a time when the influx of foreign players in the Premier League is a hot topic of discussion, City decided to opt for a homegrown abrasion resistant solution to stop the transatlantic import from wreaking more havoc on their concourse.

The iconic stadium, recognized the world over, is only a stones throw away from the Sandbach headquarters of Flowcrete and so a tiny stud-mark of a carbon footprint was incurred, with all the materials being locally sourced and delivered using reusable plastic containers too. ▶▶

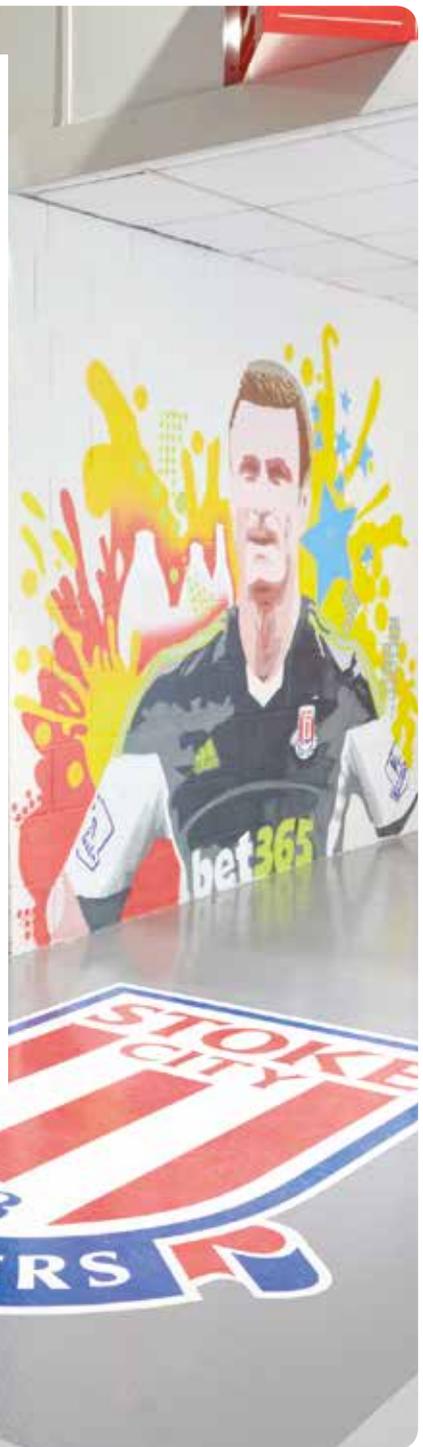
▶▶ The complete building transformation achieved during the summer was incredibly difficult due to crossover construction on site, with other trades going about their work, but careful planning ensured a favourable final score. The facelift provided to the stadium with bright colours and stunning aesthetics is sure to help the talented flooring experts to go down in local folklore.

The installation was carefully monitored by the football club throughout the pre-season period, with a quality process document utilised and each stage of the project accepted by the client before work could continue.

Graded aggregates between coats of SF41 are key to providing excellent slip-resistance and to this day the floor continues to stand up to the heavy barrage of footfall time and time again, making it one of City's all time bargain buys.

Stoke City chairman Peter Coates said of the new floor: "I'm delighted with the floor finish that is now consistent, light, colourful and fit for a Premier League stadium."

In the end, the addition of a new system proved to be a piece of tactical genius from the Premier League giants as Flowcoat SF41 has shown itself to be an instant hit with the club's supporters after Flowcrete created a winning formula in time for the season's curtain raiser against Aston Villa. ■



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