



# Concrete showroom takes shape

The common perception that concrete is cold and aesthetically unpleasing is being challenged by Pan Mixers South Africa (PMSA), which is currently in the process of constructing a modern, cutting-edge showroom almost entirely from concrete.

**PMSA marketing and sales manager Quintin Booysen points out that in May the company began construction of PMSA's two-storey 700m<sup>2</sup> showroom, which will also house a sales and marketing office, in order to fully highlight the endless creative possibilities that concrete offers in modern-day construction.**

"The showroom flooring will be completed with HTC Superfloor – an easy-to-maintain polished concrete flooring system that provides the highest shine to the floor surface," he explains.

Booyesen notes that PMSA will be going one step further by using HTC Superfloor to polish a number of concrete pull-up walling panels that will make up the showroom walls and main reception staircase. "A polishing and grinding machine weighs up to 300kg and would be impossible to run against a wall. PMSA plans to polish its precast panels using the HTC Superfloor system before pulling them up by making use of a tilt-up method," he continues.

Booyesen adds: "Our main objective is to show architects, engineers and contractors that a polished

precast panel can serve as a stylish and modern finish in a home, office or shopping environment."

Booyesen is confident that construction of the PMSA showroom will be completed by the end of October. ■

