



products & services

## PMSA constructs an innovative concrete showroom

The common perception that concrete is cold and unattractive is being challenged by Pan Mixers South Africa (PMSA) – the largest supplier of concrete, brick, block and paving making machinery and technology in Africa. The company has constructed a modern, cutting-edge showroom almost entirely from concrete.

PMSA marketing and sales manager, Quintin Booysen, says the company began constructing the new two-storey 700-m<sup>2</sup> showroom in May 2012. The showroom, which also houses a sales and marketing office, aims to highlight the endless creative possibilities concrete offers in modern-day construction.

“The showroom flooring utilised HTC Superfloor – an easy-to-maintain polished concrete flooring system that provides the highest-shine floor surface by using a range of HTC floor grinding machines and accessories,” he explains.

Booyesen notes that PMSA has gone one step further by using HTC Superfloor to polish a number of concrete walling panels that make up the showroom walls and main reception

staircase. “A polishing and grinding machine weighs up to 300 kg and was impossible to run against a wall. The alternative, a hand-held grinding tool, could not ensure a precision finish. PMSA thus polished its precast panels using the HTC Superfloor system, before lifting them using the tilt-up method,” he continues.

“This process was very challenging because each panel weighs up to seven tons. These panels had to be lifted into the right position, and they needed to be positioned so that they are not just decorative, but also so that they form structural elements of the room. After 14 days of curing, the concrete panels were lifted with a 20-ton mobile crane and placed into final position.”

PMSA is worked closely with contractors to ensure that they created a world-class facility. “With conventional concrete panels, the perception is still that they are grey and ugly, and only fit for industrial applications,” Booysen explains.

“We are using these panels for display purposes to highlight what can be achieved with concrete by simply polishing or adding coloured aggregates to it. Our main objective is to show architects, engineers and contractors that a polished precast panel can provide a stylish and modern finish in a home, office or shopping environment.”

In addition to being aesthetically-pleasing, Booysen says polished concrete provides benefits that include ease of cleaning due to a smooth surface, and a reduction in lighting bills because the panels reflect more light into the building. “What’s more, concrete flooring can have a lower lifetime and installation cost compared to traditional products such as epoxy and tiling.”

The PMSA showroom was completed at the end of October. “With building done, the final touch will be to ensure that we provide a comprehensive customer service on site, where clients and their employees will be trained in various fields, ranging from the application and usage of products, to operator safety and machine maintenance,” Booysen concludes. ■

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