



The Concrete showhouse inspires creativity

This first-of-its-kind concept, which was officially opened in Johannesburg in September 2011, combines various concrete-related services and products with a view to creating a one-stop design environment for professionals, notes Concreate director, Peter Norton.

"Concreate is an interactive hub where anyone can experience the world of concrete. Architects and interior designers can be inspired through the showroom and create their unique designs using our products, while builders and contractors have

the opportunity to offer their clients attractive and decorative finishes that are time-saving, cost-saving and energy-efficient," he explains. Norton points out that the biggest challenge facing Concreate is the fact that a number of people still think of concrete as an unattractive material, reserved only for foundations and sidewalks. "Concrete is an extraordinary material which is practical, expressive and aesthetic. To most people; however, it is cold, grey and ugly. Concreate has been established to dispel that myth, by showcasing to visitors the warmth and colour that concrete can bring to a home. From primal and formless slurry, concrete can be transformed into any shape that becomes a solid mass. The possibilities for creative expression are endless, as concrete can be grinded, polished, stamped and stained."

Concreate stocks a number of products that are complementary to concrete design and manufacturing, including the innovative range of HTC floor grinding and polishing products, which are distributed

locally by Pan Mixers SA (PMSA), through Superb Flooring Systems. "Swedish-based HTC offers a comprehensive range of floor preparation solutions, which includes a broad range of grinding machines, and a wide variety of environmentally-friendly HTC Twister floor pads, which make use of cleaning and polishing discs coated with microscopic diamonds, using only water, as opposed to toxic chemical detergents, when maintaining and cleaning floor surfaces," says Norton.

Norton highlights the fact that the Concreate concept originated as a showroom displaying decorative concrete and cement finishes. "While developing the showroom, we identified the need for training in the products and, while speaking to several suppliers, we also identified that Concreate could be the ideal hub for brand association."

For more information contact Quintin Booysen,
PMSA Sales and Marketing Manager on tel: 086
100 7672; or email: quintin@panmixers.co.za.

