

Concrete Design

THE numerous advantages of concrete and cement in architectural and interior design applications can be experienced first-hand by industry professionals and homeowners at the unique and innovative Concreate show house. This first of its kind, the show house, which was officially opened in Johannesburg in September, combines various concrete-related services and products with a view to creating a one-stop design environment for professionals.

The biggest challenge facing the Concreate show house is the fact that a number of people still think of concrete as an unattractive material, reserved only for foundations and sidewalks. 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 PMSA, and flooring systems. Thanks to its adaptability, concrete is becoming increasingly popular in all areas of the home, particularly for countertops in kitchens and bathrooms. Other countertop choices such as stone composites are manufactured in factories from mineral particles and epox-