



## Innovative concrete showroom

Pan Mixers South Africa (PMSA) – the largest supplier of concrete, brick, block and paving making machinery and technology in Africa – officially opened its cutting-edge showroom, following 18 months of tireless and dedicated work.

**THE TWO-STOREY** 700 m<sup>2</sup> showroom will also house a sales and marketing office and training facility in order to fully highlight the endless creative possibilities that concrete offers in modern day construction.

PMSA sales and marketing manager Quintin Booysen believes that the company is setting a trend in the local industry through the construction of the entire building which is, in itself, the most fundamental aspect of the showroom. "The modern, minimalistic and aesthetically-pleasing building is constructed almost entirely out of concrete, and in so doing, dispels the common misconception that concrete is a cold, grey and ugly material suited mostly for industrial purposes."

The showroom flooring is completed with HTC Superfloor, which is an easy-to-maintain polished concrete flooring system that provides the highest shine to the floor surface, by making use of a range of HTC floor grinding machines and accessories. Booysen notes that PMSA has gone one step further by using HTC Superfloor to polish a number of concrete pull-up structural concrete walling panels, which make up the showroom walls and main reception staircase.

"A polishing and grinding machine weighs up to 300 kg and would be impossible to run against a wall. Another option would be to use a hand-held grinding tool, however that would not ensure a precision finish.

"PMSA improvised by polishing the precast concrete panels using the HTC Superfloor system, before pulling them up by making use of a tilt-up method," he continues.

These panels are being used both for structural and display purposes to highlight the potential beauty of precast concrete, by simply polishing or adding colour aggregates to it. Booysen 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 while being a structural element."

In addition to being aesthetically-pleasing, Booysen points out that the PMSA showroom is also environmentally-friendly and requires minimal maintenance and energy in its daily usage. "Polished concrete provides further benefits that include ease of cleaning due to a smooth surface, and a reduction in lighting bills, due to the fact that the panels reflect more light into the building."

According to Booysen, concrete flooring can have a lower installation and life-time cost, when compared to traditional products such as epoxy flooring and tiling. "What's more, the entire building is fitted with acoustic and thermal insulation ceilingsto ensure that the structure is kept cool in the summer and warm in the winter,

*Continued on page 62 ►*



Offices in the functional showroom.



*The PMSA management team with Gerrie Bouwer, the architect, from E.A.D. (second from left).*

▶▶▶ thereby further reducing energy costs and unnecessary energy wastage."

Booyesen adds that the showroom will also play a major role in highlighting the capabilities of PMSA's full range of quality concrete equipment and associated technology, as well as the technical support and

after sales service capabilities of the company as a whole.

"Customers will also be provided with a value added service offering as they have the opportunity to touch and feel what is on offer, in addition to being able to directly interact with our various sales engineers, who

are each specialists in their specific product lines," he continues. "By having all divisions centralised in one location, we can ensure that we provide a comprehensive customer service offering onsite, 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."

The concept of the showroom was first dreamt up by PMSA management in mid-2010, with construction beginning approximately one year later.

"A lot of thought and effort was put into the concept of the showroom before construction began. Using a limited budget, we have created a magnificent structure that has been well and truly worth all of the effort that everybody has put in.

"Having finally achieved our goal, I am confident that we will inspire various contractors, engineers and architects to make more efficient use of coloured, decorative and polished concrete in the future," Booyesen concludes. ●