



TURN
TO PAGE
3 FOR THE
FULL STORY

Welcome “ ”

"Welcome to the October 2012 edition of 'Our World'.

In this edition we will be looking back at the fantastic 30th Anniversary celebrations that took place throughout the global Flowcrete community. We will also see stories from the new Green Screed launch in South Africa and an exiting new Deckshield development in Poland.

If you have any stories for the next edition or feedback, please drop us an email at ourworld@flowcrete.com"

Flowcrete Group Marketing.

CELEBRATING 30 YEARS OF THE WORLD AT YOUR FEET...

The 12th October saw a number of staff from across the Flowcrete Group descend on Manchester to celebrate Flowcrete's 30th anniversary. Marking this landmark occasion were a series of events including conferencing and team building activities all culminating in a lavish Anniversary Ball for all staff and guests to enjoy.

An early start on Friday kicked off with a

number of presentations from Flowcrete's senior board of directors on a variety of topics including new product innovations, corrosion protection, leveraging value through RPM partnerships as well as the company's organic market entry model.

Delegates were also treated to a presentation from David Reif, CEO of RPM PCG on the wider RPM Company and the benefits of investing in RPM stock.

LANGKAWI CONFERENCE

Find out what the management team got up to...
Page 5



SA GOES GREEN

Flowcrete South Africa launches Green Screed...
Page 8



FC ASIA CELEBRATES

Read about the 30th Anniversary celebrations in Asia...
Page 4





Flowcrete Group Finance Report

The group financial performance league tables shown below are based on the regional Flowcrete companies contributing the highest Operating Income for the period end calculated from the actual results. The highest earning Flowcrete company for the stated period is awarded the first prize of '**Platinum**' status, with subsequent earners achieving second '**Gold**', third '**Silver**' and fourth '**Bronze**' prizes respectively.

BY HELEN MATHESON

Period: August 2012

Platinum - Awarded to Flowcrete UK £184,908

Gold - Awarded to Flowcrete Sweden £148,956

Silver - Awarded to Flowcrete Asia £129,477

Bronze - Awarded to Flowcrete NA £103,909

Period: Year To Date 2013

Platinum - Awarded to Flowcrete Sweden £440,454

Gold - Awarded to Flowcrete UK £396,224

Silver - Awarded to Flowcrete Asia £369,762

Bronze - Awarded to Flowcrete Poland £261,948

Period: September 2012

Platinum - Awarded to Flowcrete Asia £215,328

Gold - Awarded to Flowcrete Poland £87,839

Silver - Awarded to Flowcrete NA £71,579

Bronze - Awarded to Flowcrete ME £64,486

Period: Year To Date 2013

Platinum - Awarded to Flowcrete Asia £585,090

Gold - Awarded to Flowcrete Sweden £482,999

Silver - Awarded to Flowcrete UK £430,010

Bronze - Awarded to Flowcrete Poland £349,787

Actual performance against budget is shown below for the date period stated and in accordance with Flowcrete's group-wide financial results.

	Actual: (Sept '12)	Budget: (Sept '12)	Actual: (FY 13)	Budget: (FY 13)
	£000's	£000's	£000's	£000's
Sales	5,287,069	6,621,966	23,839,674	25,677,826
Gross Profit	2,334,924	2,631,584	10,202,609	10,474,668
GP%	44.2%	39.7%	42.8%	40.8%
Operating Income	614,776	688,017	3,168,971	3,000,970
Return on Sales%	11.6%	10.4%	13.3%	11.7%



CONTINUED FROM FRONT PAGE...

After a quick lunch, everyone had the opportunity to slip into their specially branded team hoodies and comfortable walking shoes to take part in a unique team building activity.

Split into teams of 10, each team had to visit 6 zones within Manchester and answer a series of cryptic questions to identify a master code. The first team to visit all locations and correctly crack the master code had to then SMS the answer back to our team build co-ordinators, Cheshire Cat Events. The team to complete the hunt in the fastest time would poll first.

But, to add a further twist to events, each team could shave minutes off their final time by completing a series of photo challenges. Asked to do a series of embarrassing tasks and capture the moment on camera would ensure a 10 minute reduction on the team's final time for each photograph.

Once back at the hotel, delegates had an hour to warm-up and change for dinner before meeting for the reveal of the winning team. The Tile Red's were hailed victorious putting in an exceptional final time of just 30 minutes. One minute quicker than the runners-up, the Jet Black's, but over an hour quicker than losing team, The Goosewing Grey's. The winning team were treated to a bottle of champagne.

To celebrate a successful day, all delegates headed over to Manchester's China Town for a Chinese banquet at the famous Yang Sing restaurant. Some live entertainment, in the form of a karaoke

machine, proved popular with a number of Flowcrete staff including Dave Kelly, Shahril Salikam, Andrew Gwyther and Nick Hyde – all of whom had to have the mic prised from their hands.

After a long day, all delegates were treated to a lazy Saturday with free time to explore the city ahead of the big celebration on Saturday evening.

The Saturday night celebrations began with a champagne reception allowing the guests to meet and greet each other before heading into the dining room where the night's theme was unveiled- 1920's Americana. Feather boas were handed out to the ladies while a live band played the hits of the Rat Pack.

All guests sat down at their tables to an individual bottle of Vom Fass, a few bottles of wine (per table!) and a delicious three course meal. Dinner was then followed by a speech from Mark Greaves, and an interesting performance from a Liverpool based dance crew who specialised in break-dancing.

Waiters then surprised each person with \$10,000 in Flowcrete dollars, which could be spent on a variety of casino tables, including Roulette and Blackjack, which were waiting for guests just outside. A bottle of champagne was awarded to high-roller Dave Kelly, who won the most amount of money on the night.

A big thank you to Shelly Earl and Rebekah Gear for organising the event, it was a great evening which was enjoyed by all!





I-BALL LAUNCHES FLOWCRETE ASIA'S 30 YEARS CELEBRATIONS

Flowcrete Asia celebrated in style with a Gala Dinner at the Royale Bintang Damansara Grand Ballroom in Kuala Lumpur. The management team started proceedings by launching an I-ball (a bright LED star ball similar to a mirror ball effect).

Following this was a trip down memory lane with a slide show of the company's achievements over the past 30 years, and an award ceremony which included 'Employee of the Year' which was presented to Hafizudin Mohd.

As the night progressed, the guests were entertained by a number of activities such as Lucky Draw, and Table Draw, and eventually partying into the night.



THE DOORS ARE OPENED AT HQ

Following the weekend's 30th Anniversary celebrations, the doors of Flowcrete HQ were opened to welcome our international guests, offering an insight into Flowcrete' Group and UK businesses.

Visitors from America, Malaysia, India and beyond were first taken on a tour of the offices, meeting the Sandbach-based RPMPCG IT team as well as the Group Marketing, Finance, HR and

Sales teams. Following the meet and greets, the visitors embarked on a tour of Flowcrete UK's factory, testing and development suite, and the recently developed 900m² warehouse.

The Open Day concluded with a lively lunch during which Mark Greaves cut a specially made Flowcrete 30th birthday cake. After the buffet of sandwiches, salad and sushi, a commemorative historical image board - celebrating some of Flowcrete Group's key historic moments and decorated with anniversary greetings and messages of congratulations - was installed in the reception area.





SUNSET BARBECUE CLOSES SUCCESSFUL WEEK OF CONFERENCING IN LANGKAWI



The week commencing 7th July witnessed the Flowcrete International Sales Conference take place at the beautiful Meritus Pelangi Beach Resort on Langkawi. The island, which is an archipelago made up of 99 islands on Malaysia's west coast, is approximately a one hour flight from Kuala Lumpur and as a duty-free island is a mecca for tourists across the Asia Pacific.

After touching down at Langkawi International Airport, the Flowcrete team were in for a surprising welcome – the rain! And when it came it poured. But not one to let the rain dampen spirits, the Flowcrete International team kicked off the three day event with a barbecue on the hotel's ocean-facing terrace. The entire team were treated to some entertainment from a local dance troop, featuring some rather familiar faces, who joined in to showcase some rather amusing dance moves.

The hard work began early on Tuesday morning with a series of presentations including an overview from Craig Brookes documenting the performance of each business unit operating within Flowcrete's International field. There were many cheers to be had as Flowcrete International celebrated an absolutely outstanding FY12 performance with a phenomenal operating income result across the board.

Tuesday afternoon took a rather unexpected turn when the entire team was asked to don a funny hat and take part in a game, hosted by Phil Brookes, which tested our true understanding of efficient forecasting within the manufacturing environment.

Tuesday evening saw the entire team treated to a flavour of the local cuisine with a home cooked meal at one of the island's more rustic restaurants.

Wednesday morning saw a return to the conference room for an update from Sean Tinsley on the installation of Mondéco and Rebekah Gear on Group Marketing Campaigns with break-out meetings taking place in cells throughout the duration of the afternoon.

After a short walk down the beach, dinner was held at the beautiful ocean-front restaurant, The Cliff, where a three-course feast of indigenous fusion food waited for all conference delegates. With the sea breeze, beautiful sunset and tasty fare, it truly was a night to behold.

Back to work on Thursday morning for the final instalment to the three day conference featuring presentations on the new Deckshield ED formulation from Dave McNeece and an insight into the successful growth of Flowcrete Poland from Andrew Gwyther...



...The conference closed with a lively and animated presentation from Vik Vithlani, entitled 'Deal or No Deal' where conference delegates were asked to identify whether photographs on screen depicted a genuine Flowcrete project or that of a competitor.

With a quick change into our vibrant team t-shirts, the real highlight of the week was about to commence - a team building extravaganza organised by Pathfinder Events. Luckily for us, the sun had decided to make an appearance for the afternoon.

Split into six teams, delegates were asked to complete a series of challenges ranging from obstacle courses and number crunching exercises through to 'Angry Birds'-style wet sponge catapulting.



In a nail-biting reveal, the Blue team – headed up by Craig Brookes – was ousted as winners of the earlier challenges resulting in a 5 second head-start in the day's final activity – a beachfront Treasure Hunt with a difference. The twist being that delegates were asked to locate and dig up all of the equipment needed for a sunset barbecue.

Although won by the Green team, the real winners were the Yellow Team (and honorary member, Shelley Earl) who cooked a tasty feast for the entire party. The Yellows were rewarded for their efforts with a bottle of ice-cool Champagne. As the sun set, the Flowcrete International team were treated to Firebreathers and a Banjo Band who were later joined by Alan Blay, Shahril Salikam and Dave Kelly to close the evening.



With just a few hours of the Langkawi adventure to spare the remaining Flowcrete team took one final jump into the hotel pool, along with a novel floating bar, to toast and reflect on a successful week.

A big round of applause for Dave McNeece, who organised the entire event, we look forward to seeing how you can top this next year.





FLOWCRETE UK TEAM BUILD... “COME ON!!!”

Monday 10th September 2012 - 1.00 pm - and a mass exodus from the Sandbach site by 'Team Flowcrete', off to enjoy an afternoon of team building at Crewe Hall.

Upon arrival the team were given a motivational speech from ex lightweight boxing World Champion Jon Thaxton which culminated in our very own Andrew Gwyther taking to the 'ring' for a one minute bout of pure class before heading out to the team build activity zone!

The group was then split into eight small teams - not to compete against each other, but with the aim of gaining as many points as possible to contribute towards an overall combined group total of points

through the completion of a series of activities. Points were gained by the successful completion of the tasks as well as demonstrating a team spirit and a willingness to encourage fellow team members.

After successfully completing all of the challenges, Team Flowcrete hit its points target and victory was ours... COME ON!!

The team celebrated its success with a barbecue in the grounds of Crewe Hall... I don't think the barbecue was on the condition of winning, but I guess that doesn't matter now!

Well done all.

BY IAN JONES (UK MARKETING)





FLOWCRETE SOUTH AFRICA GOES GREEN

Flowcrete South Africa is committed to continuing its operations in a sustainable manner through the development of environmentally friendly flooring materials and using our planet's resources responsibly. To demonstrate Flowcrete's commitment to becoming 'greener', a 'Green' Screed Launch was held at our Johannesburg office on the 12th June. The new range of Isocrete Green Screeds was explained by our guest speaker, Vik Vithlani from Flowcrete Middle East, accompanied by a live demonstration of the screeds. Paulo Bergstrand was also present at the launch to offer advice to our clients on the Scanmaskin machinery that go hand in hand with the screeds.

Besides witnessing the product being laid, our Flowcrete clients were given insight to the environmental benefits of the Isocrete Green Screeds. Among these benefits are that they are free of Portland Cement, contain 40% recycled materials and offer accelerated drying times. All these factors contribute to a lower carbon footprint compared to ordinary screeds.

The launch was a success as our clients walked away having learnt about a new Flowcrete product with excellent benefits to the environment and our sales staff were able to reconnect with clients in a relaxed setting.



FLOWCRETE ASIA CREATE A DYNAMIC EXPERIENCE AT ARCHIDEX, KUALA LUMPUR



Flowcrete Asia exhibited at Archidex in Kuala Lumpur Convention Center (KLCC) in July. Over the four days of the exhibition, the sales team worked extremely hard to make sure that all visitors who came to the stand learnt about the unique car park flooring solutions that Flowcrete had to offer.

The stand was cleverly designed to replicate a car park, which featured a full Deckshield system to stand on complete with demarcations- which enabled the visitors to experience the product first hand.

Also on display were commercial products such as Flowflake Kristalina, Mondéco Crystal, Rustik and Peran SL.

Following the exhibition, Flowcrete Asia has already received an overwhelming number of responses and frequent enquiries for upcoming projects.



EXHIBITION OUTCOMES LOOK PROMISING FOR FLOWCRETE UK



Flowcrete UK's autumn exhibition season kicked off in early September with a speaker slot at The Flooring Show in the spa town of Harrogate, North Yorkshire. This event has traditionally focused on soft floor finishes, especially carpet and vinyl; however the organisers are looking to broaden its appeal and increase visitor numbers through the introduction of a day long resin flooring seminar covering topics such as resin floor finishes in schools, hospitals and retail. Flowcrete UK were invited to deliver a presentation on resin flooring in the retail environment, showcasing both Flowfast and

Mondéco to illustrate the diversity of resin flooring.

The team then headed to the NEC, Birmingham between 25th and 27th September for the annual PPMA (Processing & Packaging Machinery Association) event for anybody 'involved in the buying, financing or maintaining of machinery' - the machines have to sit on something! We promoted industrial flooring solutions mainly to the food and beverage and pharmaceutical sectors. The event was more successful than previous years, yielding a higher number of enquiries than ever before. Perhaps the strangest enquiry was

from a sandwich manufacturer that produces 3.5 million sandwiches per week in one factory alone!

Last week Flowcrete UK's Southern team spent two days at London's Olympia venue for the inaugural FM Event (formally Total Workplace Management – the UK's longest running Facilities Management Event). The most frequently asked question was 'I need a floor that has a good slip resistance, but is easy to clean...' you have come to the right place then! The follow up of this event is underway but early reports suggest another success.

BY IAN JONES (UK MARKETING)

SUCCESS AT FERFA GOLF COMPETITION

Flowcrete UK hosted two teams in the annual FeRFA golf competition held at Rushcliffe Golf Club, Leicestershire. Both teams performed well on the day

with one team winning with a score of 88 points and the other narrowly missing out on 3rd place! We have been asked to come back next year to defend our title – watch this space...





FLOWCRETE'S FLOWFAST TERROSSO PLACES THIRD FOR PRODUCT AWARD

Recently, the Tomorrow's Flooring panel announced their top 50 flooring materials and products for the publication's annual Product Awards 2012.

Choosing products from the entire flooring industry, the panel looked at qualities such as innovation, ease of installation and style when making their decision.

Flowcrete's Flowfast Terrosso was revealed in third place, voted in by the readers as one of the top three innovative products available on the market.

Flowfast Terrosso is a seamless, decorative, hard wearing acrylic resin floor finish, developed for high traffic commercial environments.

The benefits of Flowfast Terrosso include:

- Extensive design potential
- Seamless hygienic finish
- Good slip resistance
- Excellent resistance to UV light
- High scratch resistance
- Minimal disruption

The product has already been used for a number of projects, particularly refurbishment, including for Co-operative stores.

Our third place trophy is proudly displaying in the Flowcrete UK trophy cabinet.



FLOWCRETE UK TEAMS UP WITH ST JOHNS AMBULANCE TO OFFER FIRST AID IN SCHOOLS

Flowcrete UK has teamed up with St Johns Ambulance to provide first aid training to 500 children in Sandbach and Congleton by the end of the 2012/2013 school year. Flowcrete's £1000 donation will benefit five primary schools in the area, helping to equip their students with vital first aid skills.

Recently, pupils from Elworth Hall Primary School came to Flowcrete UK headquarters to show how their training had progressed.

HR Manager, Zena Heeley, stated, "It was fantastic to see the children, and they were so keen to show us what they'd learned. First aid is so important and we're thrilled at Flowcrete to be able to help the schools in our community in such a positive way."



TONY GORING COMPLETES THE GREAT NORTH RUN

Amassive well done to Tony Goring who completed England's Great North Run in a time of 1h 59, and raised a total of £465 for the British Heart Foundation.

Tony said, "It was a fantastic but wet day with a brilliant atmosphere. I'd like to say a huge thank you to everyone from Flowcrete who contributed and supported me."





DECORATIVE, ANTIMICROBIAL, MOISTURE RESISTANT FLOORING FOR PARK TEN'S FACILITY



When Park Ten Surgical Center contacted Flowcrete North America, they were looking for a long term solution for a major building defect that was affecting their outpatient surgery facility services.

A severe moisture problem, originated in part by the vinyl tile (VCT) installed throughout the facility, caused a microbial generation issue that needed to be corrected immediately.

Flowcrete North America and Prepco Flooring created a flooring solution, specifically designed to tackle Park Ten's problems.

7,000 sq ft of Flowfresh SLB with flakes, a self-leveling and chemical resistant system, were installed in the facility's hallways and surgery rooms. Like any Flowcrete's Flowfresh

products, Flowfresh SLB contains Polygiene®, an antimicrobial additive that reduces the generation of bacterial population on the surface of the floor by up to 99%, remaining active 24 hours a day, 7 days a week, during the floor's life time.

In addition, Flowfresh SLB offers excellent resistance to moisture vapor transmission (MVT), eliminating the passage of water vapour to the surface, avoiding delaminating of the floor system.

The system was coated and sealed with Peran STC and Flowseal UV, high solids products, with low odour and UV stables, that provide chemical and abrasion resistance to the floor system. These products are ideal for areas where decorative finishes and improved light stability are desired.



Thanks to past and similar successful project experiences, Flowcrete North America and Prepco Flooring delivered an antimicrobial, seamless and decorative flooring system, addressing the moisture vapour resistance required by Park Ten Surgical Center. This offers "... the highest quality of patient care in a comfortable, convenient environment."





6000M² PERAN STB LANDS AT WARSAW MODLIN AIRPORT

At the newly built Modlin airport in Warsaw, 6000m² of Peran STB was installed to offer an excellent surface which will endure the demands of the heavy footfall associated with a public space.

Warsaw Modlin Airport is now the second airport in the city and is already expected that it will be very popular as it offers cheaper flights than the existing Warsaw Chopin Airport. According to forecasts, this year the new port can handle 700-800 thousand travellers. In the year of 2013 it has the potential to jump to fifth place in terms of number of

passengers in Poland. For now it serves 45 flights and average 5 thousand of passengers daily.

Peran STB's attributes mean that it is able to withstand an extremely high amount of foot traffic, while maintaining strong aesthetics and ease of cleaning. The floor is made of a grey colour mix with a gloss finish.

There is also a Deckshield topcoat used in the terminal building in order to mark check-in, departures and arrival areas.



DECKSHIELD BRIDGES THE DIVIDE OF A CITY



Polish city, Gliwice, is a city with a barrier impossible to remove - in the form of a railway line that separates the north and south of the city. Citizens were looking forward for the opening of new flyover as it would become a very convenient shortcut over the railways.

Deckshield NW was installed on the newly constructed 228-metre long

flyover which required anti-corrosion protection and water isolation. The flyover has been an important element for a long time since the new road system of the city has been created, it gave more functionality and adapted to the current needs of the residents.

On the one side the flyover is a pedestrian walkway and bicycle path that has been designated by the use

of two standard colours: red and dark grey. Deckshield NW surface was made here on the thickness of 5mm and covered area of 1270m². On the other side of the flyover Deckshield NW was installed on the narrow roadside at a thickness of 3mm.



Staff Appointments

our world

NEW ADDITIONS TO THE FLOWCRETE COMMUNITY

There are a number of new additions joining us in our offices around the world. Join us in welcoming the following new faces to Flowcrete.

Jodie Gilbert
HR Coordinator

I am originally from Zambia and joined Flowcrete on the 1st of August as HR Coordinator for Group; this placement will form the 3rd year of my degree, BSc (hons) Sociology with Human Resource Management at The University of Bath. It is my hope that in my time here, I can help strategically expand Flowcrete's human resource capabilities and actively contribute to the accomplishment of Flowcrete's objectives.

In my spare time, I am often found to be visiting friends and family, horse riding or when the weather allows I am out exploring Alsager with my dog Bailey.

Welcome also to...

Cinthu Sukumaran, Sita Katrivan, Wichayapat Krootsone, Athicha Duangmarnda, Rina Novia Kartika, Lee Siew Yoke, Mohd Fakhrul Akhmal Bin Mohamed, Wan Lai Mun, Thuong Nguyen Thi Mong, Kuan Low Chee, Murugesu Kauseelan, Sundaranadan Vicneswaran, Harudin Nurhzawani Binti, Afroz Iqbal, Svanberg Kim Espen, Morawski Maciej, Pawlowski Marcin, Koper Tadeusz, Prinola Naicker, Christoffer Westrin, Lars Westrin, Simon Witham, Matthew Hedgecock.



Sarah Edwards
Project Tracker

Sarah lives in Sandbach with her husband and 3 young children. After some time out from working, Sarah is looking forward to a new challenge working for Flowcrete in her role as Project Tracker. She is hoping to make a good contribution to the Flowcrete team by supporting the Sales Managers, looking for new projects and producing reports.



Ann Wong
Senior Sales Consultant

My name is Anne Wong, I'm from Kuala Lumpur and I have recently joined sales department as the new Senior Sales Consultant. I came to Flowcrete with 6 years sales experience in the building materials industry, but this is my first experience with resin flooring and I look forward to learning more about this. I got married last year and we have no children. My hobbies are watching movies, listening music and travelling.



Lily Cheong
Logistics & Warehouse Manager

Lily is married with 4 children aged 10, 5, 2, 2. Out of work Lily enjoys window shopping & watching documentary films. Lily has over 16 years of work experience in procurement, purchasing, shipping, logistics, warehouse & supply chain. Lily is always looking improvement rooms in all areas.



Michael Leong
Country Manager, Vietnam

I graduated Technical college with a Diploma in Civil Engineering. I started working as a Project Coordinator with MFRP Marketing Sdn. Bhd. in Kuala Lumpur in 1996, which later was bought over by ACT Group of Thailand in 2004 and changed its name to Cemcrete (M) Sdn. Bhd. ACT Group manufactures Construction chemicals, resin flooring, protective coatings, waterproofing and structural repairs products. I worked as the Sales & marketing Manager for Cemcrete (M) Sdn. Bhd from 2004. I assigned to Vietnam in July 2007 as the Permanent Representative of Cemcrete in Vietnam. I left Cemcrete in 2009. I have more than 10 years experience in selling high performance coating and resin flooring. Technically sound in protective coatings and resin flooring. I love sports of all kinds. I joined Flowcrete Vietnam team in April, 2012.



Flowcrete
for the world at your feet

Do you have a story to share?

Do you have any news or stories that you'd like to share in the next issue of Our World? If so, then please send through your articles and images to:

ourworld@flowcrete.com

Follow us on twitter:
@flowcrete