

# Case Study



## PROJECT INFORMATION

- Project name:** Joules HQ
- Consultant:** Edge Architects
- Contractor:** Bailey Construction
- Sub-contractors:** Phoenix Flooring Solutions
- Location:** Market Harborough, United Kingdom

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## PROJECT REQUIREMENT

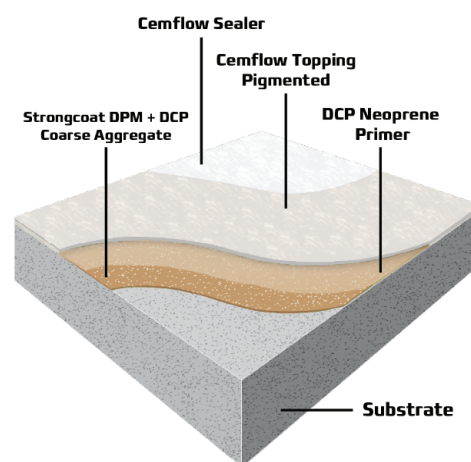
### Task at Hand

UK clothing manufacturer Joules has opened its new headquarters in Market Harborough. Joule's is a fashion chain specialising in colourful, British-designed casual-wear and footwear for men, women and children.

Joules have used **Cemflow Topping Pigmented** in a number of their retail stores previously and have specified its use on the atrium of their new headquarters. This stunning project required providing a unique flooring solution to cover an area of approximately 500 m<sup>2</sup> with a finish similar to that of polished concrete, but with a significant cost and time saving.

## DCP SOLUTION

DCP offered a unique flooring system comprising two coats of **Strongcoat DPM**; an epoxy damp-proof membrane with the second coat fully blinded with **DCP Coarse Aggregate**, one coat of **DCP Neoprene Primer**; to provide better adhesion, **Cemflow Topping Pigmented**; an industrial-grade, self-smoothing floor topping for upgrading and renovating new and existing internal floors, and **Cemflow Sealer**; a clear matte polyurethane sealer designed to protect and seal **Cemflow screeds** and concrete surfaces.



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## DCP SOLUTION

Durability was crucial for this project, as the flooring system should stand the test of time and daily foot traffic. The provided system from DCP is suitable for such industrial and commercial environments. It will easily provide a flat, smooth floor being able to take incredibly high levels of traffic and wear, making it the ideal choice to provide an aesthetic finish, hygienic, and durable floor.

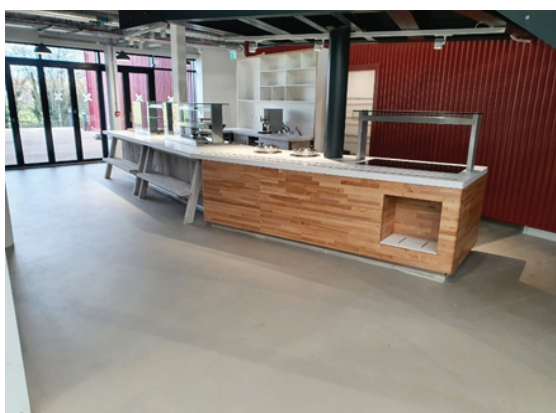


DCP Cemflow Topping also carries the EMICODE label, certifying it as a low-emission, sustainable flooring solution.



### Products and Quantities Supplied

<b>Strongcoat DPM</b>	15 kits (10 kg)
<b>Cemflow Topping Pigmented (Pebble)</b>	240 bags (25 kg)
<b>Cemflow Topping (Natural)</b>	160 bags (25 kg)
<b>Cemflow Sealer</b>	12 kits (5 litres)
<b>DCP Neoprene Primer</b>	6 kits (5 litres)



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