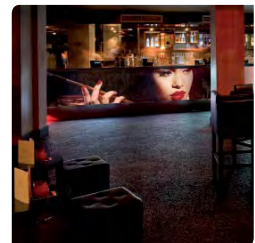


### Flowcrete Adds A Touch of Glamour to New Bluu Bar



• Product: Rustik Glamourstone • Market Sector: Leisure • Location: UK • Client: Bluu Bar Brasserie  
• Date: 2008

Flowcrete has been involved in a trendy new flooring project for national bar brasserie chain, Bluu, at its latest location on Summer Row - on the edge of Birmingham's Jewellery Quarter.

Drawing on retro, industrial and lived in design touches from its sister venues, the new brasserie and basement bar has exploded onto the Birmingham bar scene.

The bar consists of two areas: the ground floor and basement. The ground floor offers everyday informal eating, drinking and socialising throughout. The bar has a classic laid back lounge feel that flows effortlessly into the brasserie, where food is served all day from an open market-style kitchen.

The funky, super sexy basement area, where over 120m<sup>2</sup> of Flowcrete's seamless resin flooring system, Rustik Glamourstone, has been installed is open through the later part of the week offering late night drinking under an audio backdrop of mashed up tunes, from vintage soul, old school rhythms to alternative rock & roll and funk.

Rustik Glamourstone, a solvent-free hand-mixed resin flooring system containing colourful marble stone aggregates is available in a wide variety of colours and finishes. The system achieves a seamless easily-cleaned surface and can be installed on the fast-track to minimise disruption to trade. Combined with its wearability and ability to reduce noise from footsteps, Rustik Glamourstone creates the perfect stone carpet for laid-back lounge bars like Bluu.