

Armourcoat at Ecobuild

Armourcoat will be exhibiting at Ecobuild, the world's biggest event for sustainable design, construction and the built environment, next March. Held at London's Earls Court, the show - at which Armourcoat are participating for the first time in 2010 - brings together over 800 exhibitors and 35,000 visitors.

As the leading manufacturer of decorative plaster, innovative surface finishes and sculptural effects, Armourcoat has become an integral part of some of the world's most prestigious architectural projects. Core product lines are made from natural minerals, predominately pre-consumer recycled marble. This can account for up to 60% of the recipe, as for example in ArmourCast. Armourcoat's new Sculptural range includes up to 30% post-consumer recycled material. Most products have low or zero VOCs (Volatile Organic Compounds). The water-based ArmourColor coatings additionally have anti-bacterial properties to prevent the build-up of mould, mildew and bacteria (including MRSA, E.Coli and Salmonella).

Armourcoat's Group Marketing Director Daniel Nevitt commented "Armourcoat is committed to reducing its environmental impact. As the industry leader, we recognize our obligation to manufacture green products. From our initial research and development, and ongoing enhancements, we consider the conservation of natural resources, reduction of our impact through a product's lifecycle and the respect of our wider environment. We recognize the value and importance of the Ecobuild event, and we're delighted to be involved."

New for 2010 – Ecobuild exclusive: DUTURO® is a tough, hard-wearing marble and acrylic architectural coating. Designed for spray application, and suitable for both interior and exterior use, DUTURO® creates a durable textured stone-like finish. The new formulation, incorporating 45% recycled marble, responds to market requirements for finishes eligible for environmental building programmes – such as BREEAM and the USGBC LEED rating system.

Expert advice will be available throughout the event on Armourcoat stand #2472.

Ends

Words : 278

For further information please contact:

Daniel Nevitt/Lucia Reiling at Armourcoat Ltd
Morewood Close, London Road, Sevenoaks, Kent TN13 2HU
Tel: 01732 467994 Fax: 01732 742264 E-mail: marketing@armourcoat.co.uk

www.armourcoat.com



ecobuild

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earls court, london | www.ecobuild.co.uk

Visit us on stand #2472