

November 2011

**FORTICRETE PROVIDES THE ANSWER FOR NEW MULTI-MILLION POUND
REGENERATION OF SPALDING**



Decorative Florentine® concrete facing blocks and Ashlar® masonry blocks from Forticrete, the UK's leading manufacturer of masonry products, have been specified by Feilden+Mawson Architects for use on a unique £6m multi-use regeneration project development in Lincolnshire.

The Red Lion Quarter, which located in the heart of Spalding, is to become a focal point for the area, celebrating the town's role as a hub for the UK food industry. The development will host a range of business and leisure services showcasing local food and speciality small food production.

In order to revitalise the area, breathing new life into Spalding's central commercial district, Feilden+Mawson Architects required a cost-effective, yet aesthetically pleasing alternative to natural stone for the building's main elevation. Forticrete's Polished Florentine® Pewter Blocks and a mixture of both its Standard and Bespoke Cast Stone Ashlar® Blocks provided the ideal solution.

Philip Bodie, project architect at Feilden+Mawson commented: "As a focal point for the UK food industry, celebrating Spalding's history of quality food and food production, it was essential that this new development stood out from the crowd and reflected the significance of the area. As such, it was important that the solutions we sourced delivered not only on cost, but on performance, as well as demonstrating a considerable ease of use. Forticrete's products ticked all the boxes."

Florentine[®] masonry blocks are exceptionally durable and available in 17 dramatic colours allowing the creation of bold matching walls or contrasting banding and patterned effects.

They are manufactured from a carefully controlled mixture of aggregates and cement in accordance with BS EN 771-3:2003 'Specification for masonry units' and meets the statutory requirements of the relevant sections of The Building Regulations 2000 and The Building Standards (Scotland) Regulations 1990 (amended 2001).

All Forticrete manufacturing facilities are BSI registered and operate to the requirements of BS EN ISO 9001:2008 and BS EN ISO 14001:2004 – the national and international standards for quality and environmental management systems and has gained the rating of "excellent" for BES 6001 for 6 out of 7 factories demonstrating responsible sourcing, showing that all building materials are sustainable.

For more information on either Forticrete's Florentine[®] or Ashlar[®] ranges or any of the Forticrete range of products, visit: <http://www.forticrete.co.uk/>.

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Note to Editor:

Forticrete is the UK's leading manufacturer of concrete construction products including roof tiles, concrete decorative facing blocks, walling stone and cast stone dressings.

Founded in the late 1920's, Forticrete employs around 250 people across 7 manufacturing plants, offices and depots. The company is part of CRH plc, the international building materials group, which is based in Ireland and employs over 93,500 people in 35 countries across 3 core businesses - primary materials, value added building products and specialist building materials distribution.

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