



# PMSA's innovative showroom

The largest supplier of concrete, brick, block and paving making machinery, Pan Mixers South Africa (PMSA), has opened a new double storey 700m<sup>2</sup> showroom, which houses the sales and marketing departments as well as a training facility.

The innovative showroom aims to highlight the endless possibilities that concrete offers in modern day construction. PMSA Sales and Marketing Manager, Quintin Booyesen, believes that the company has set a trend in the local industry by constructing the modern, minimalist, aesthetically-pleasing building almost entirely out of concrete. He says that this dispels the common misconception that concrete is cold, grey and ugly material suitable for industrial purposes only.

The showroom floor was finished with HTC Superfloor, an easy-to-maintain polished concrete flooring system. PMSA improvised by polishing the precast concrete wall panels in the showroom and main reception staircase using the HTC Superfloor system, before pulling them up by making use of a tilt-up method.

The wall panels are used for structural and display purposes to highlight the potential beauty of precast concrete by simply polishing or adding colour aggregates to it.

Booyesen adds that the main objective was to show architects, engineers and contractors that a polished precast panel, while structural, offers a stylish and modern finish whether in residential or retail environment.

He points out that the showroom is also environmentally-friendly and requires minimal daily maintenance and energy. "Polished concrete provides further benefits that include ease of cleaning due to a smooth surface, and a reduction in lighting bills, due to the fact that the panels reflect more light into the building."

According to Booyesen, concrete flooring offers a lower installation and life cycle cost compared to traditional products such as epoxy flooring and tiling.

"The entire building was fitted with acoustic and thermal insula-



tion ceilings to reduce energy costs. Customers will also be provided with a value added service offering as they have the opportunity to touch and feel what is on offer, in addition to being able to directly interact with our various sales engineers. By having all our divisions centralised we can ensure that we provide a comprehensive service, which includes training and usage of products and machine maintenance," commented Booyesen.

The concept of the showroom was first dreamt up by PMSA management

in mid-2010, with construction beginning approximately one year later. "A lot of thought and effort was put into the concept of the showroom before construction began. Using a limited budget, we have created a magnificent structure that has been well and truly worth all the effort that everyone has put in. I am confident that we will inspire various contractors, engineers and architects to make more efficient use of coloured, decorative and polished concrete in the future," says Booyesen. ■